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GENTEX UNVEILS NEW FULL DISPLAY MIRROR

ZEELAND, Michigan, USA -- When it comes to driving safety, seeing what's behind you in the rearview mirror is critical. However, current design trends are yielding vehicles with small rear windows that are often further obstructed by headrests, passengers, roof support pillars, etc. These factors can significantly hinder the mirror's rearward view. Enter Gentex Corporation and its all-new Full Display Mirror™, an intelligent rear vision system that uses a rearward-facing camera and mirror-integrated video display to optimize a vehicle's rearward view.

The new Gentex rear vision system consists of a hybrid Full Display Mirror and a custom, Gentex-designed camera engineered specifically for automotive vision. The mirror offers bi-modal functionality. In mirror mode, the product functions as a standard rearview mirror. Additionally, during nighttime driving, digital light sensors talk to one another via a microprocessor to automatically darken the mirror when glare is detected. But with the flip of a lever, the mirror enters display mode, and a clear, bright, LCD display appears through the mirror's reflective surface, providing a wide, unobstructed rearward view.

The two modes are essential, because should the camera or display become non-operational, the product can operate as a standard mirror. The driver can also switch between modes to accommodate usage preferences for various weather conditions and driving tasks.

Automotive video for rear vision requires a camera with high dynamic range, which is the ratio between the brightest and darkest areas of a given scene. The challenge is to display the details in the darkest and brightest areas of a given scene simultaneously, without causing the display to "washout" due to bright light sources. The new Gentex camera meets this challenge in a unique way, with a proprietary CMOS (complementary metal oxide semiconductor) imager that delivers unprecedented dynamic range. The imager allows each individual camera pixel to choose its own exposure, self-adjusting so that the brightest and darkest areas of any given scene are clear and visible.

The camera ultimately is custom-integrated into the vehicle's rear spoiler or trunk lid, a roof-mounted shark-fin antenna, or the CHMSL (center high-mounted stop lamp). It is ultra-lightweight, aerodynamically optimized, and can be heated and coated for better performance in adverse weather conditions.

The full display mirror system also uses Gentex-designed image processing software developed for high-speed data transmission.

Founded in 1974, Gentex Corporation (NASDAQ: GNTX) is a supplier of automatic-dimming rearview mirrors and electronics to the automotive industry, dimmable aircraft windows for aviation markets, and fire protection products to the fire protection market. Visit the company website at www.gentex.com.