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TRW S-Cam 3 - Forward Automotive Camera for Advanced Driver Assistance Systems

Third and latest version of TRW's best-selling S-Cam series forward camera



TRW launched its first-generation camera in 2008 for the Fiat Group's Lancia Delta model in Europe. In 2016, the S-Cam 3, its third-generation camera in 2008 for the Fiat Group's Lancia Delta model in Europe. In 2016, the S-Cam 3, its third-

generation S-Cam, was available on models from five U.S., European and Asian automakers.

The S-Cam 3 is one of the environmental sensors in TRW's advanced driver assist systems (ADAS) portfolio that can help to support accident mitigation and prevention.

Based on Mobile Eye Technology, the S-Cam 3 offers six times the processing power of the previous generation camera. That provides a higher level of sensing performance and several advanced safety functions, including lane-keeping assist and automatic emergency braking for pedestrians and other vehicles.

Its 100% magnesium housing and high density integration combined with "System On Chip" (SOC) compactness makes it one of the smallest and lightest products in its category.

It has the potential to assist drivers in many ways and when combined with braking systems can enable adaptive cruise control and automatic emergency braking as a standalone sensor.

Based on a teardown of the system, this report details a complete bill of material, and the camera's manufacturing and packaging processes. Electronics, housing and imaging are presented in the report as well as the physical analysis of the CMOS Imaging System. An estimation of the manufacturing cost and selling price is included.

This report is best when used to compare design architectures and price analyses of the other main players' cameras, such as Continental's MFC430TA and Bosch's MPC2. In fact, a complementary comparison report will be sent everyone who buys reports on these three cameras in a bundle.

Title: ZF-TRW S-Cam 3 - Automotive Safety Camera

Pages: 90

Date: April 2017

Format: PDF & Excel file

Price: Full report: EUR 2,990

Bundle Offer: EUR 7,500 with reports on Continental MFC430TA and Bosch MPC2

COMPLETE TEARDOWN WITH:

- Detailed photos
- Precise measurements
- Material analysis
- Complete bill of material
- Component pricing
- Image sensor detailed analysis
- Manufacturing process flow
- Supply chain evaluation
- Manufacturing cost analysis in two countries
- Selling price estimation for two annual volumes in each location.

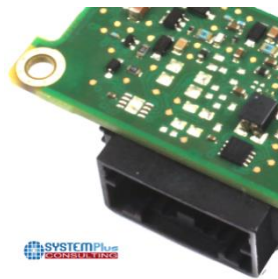
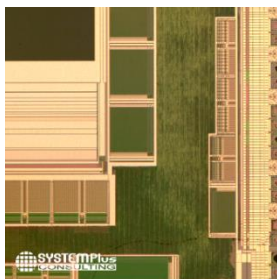


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Farid is focused on system reverse costing analysis. He has worked for Tronico in the field of high temperature electronic assembly and qualification and holds a master's degree in microelectronics.



Yvon Le Goff (Lab)

Yvon has joined System Plus Consulting in 2011 to setup its laboratory. He previously worked for 25 years at Atmel Nantes Technological Analysis Laboratory as fab support in physical analysis, and for three years at Hirex Engineering in Toulouse, in a destructive physical analysis lab.

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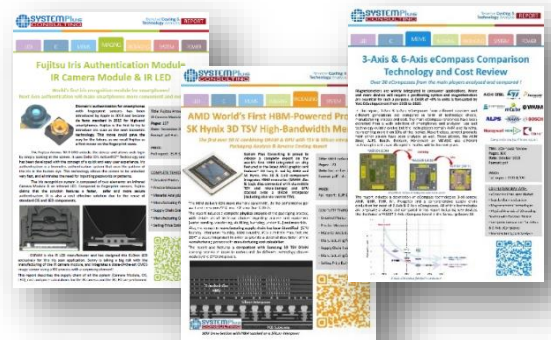
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2.4 The mailing is operated through electronic means either by email via the sales department or automatically online via an email/password. If the Product's electronic delivery format is defective, the Seller undertakes to replace it at no charge to the Buyer provided that it is informed of the defective formatting within 90 days from the date of the original download or receipt of the Product.

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