

KOREAN COMPANY PROFILE							KOTRA	
사업 참여방식 선택			현장참가 ()		미현장참가 ()			
Cellplus Korea Co., LTD.			#VALUE!		TIER <input type="checkbox"/> OEM <input type="checkbox"/> Tier 1 <input checked="" type="checkbox"/> Tier 2 <input type="checkbox"/> Tier 3 <input type="checkbox"/> A/S & MRO		INDUSTRY(AREA) <input type="checkbox"/> Aerospace <input checked="" type="checkbox"/> Automotive <input type="checkbox"/> Heavy Equipment <input checked="" type="checkbox"/> IT/Electronics <input type="checkbox"/> Machinery <input type="checkbox"/> Materials	
					<input type="checkbox"/> Medical <input type="checkbox"/> Plant Equipment <input type="checkbox"/> Power Equipment <input type="checkbox"/> Shipbuilding <input checked="" type="checkbox"/> Others : (ADAS/AD)			
GENERAL INFORMATION						FINANCIAL& EXPORT DATA		
Registered Number	308-81-44968	Established Year	2018	Certifications	CE, FCC(SDoC)	(mil US\$)	2022	2023
HQ location	Anyang, Korea	Overseas Sales Office & Plant	N/A	Number of employees (*R&D)	19(13)	Annual Sales	1.6M	1.0M
						Annual Exports	-	5,647
SALES INFORMATION								
Major sales region (%)	Korea (95%) USA (4.7%) China (0.3%)		Major customer (%)	HyundaiKia Motors (67.4%) HLKlemove (20.6%) Hyundaimobis (9.2%) HyundaiNGV,and others (2.8%)		Major products (%)	Data Logger (60%) Data Replay (30%) Thermal Camera (3%) Others : Accessories, Maintenance Service,etc. (7%)	
PRODUCT INFORMATION								
#VALUE!			Data Logger for data-driven ADAS/AD development: Log synchronized RAW data of High-resolution cameras, LIDAR and RADAR for percpetion software development. Highlights: <ul style="list-style-type: none"> High storage capacity and bandwidth intensive data logging <ul style="list-style-type: none"> Bandwidth: up to 30.5 Gbit/s (per unit) Storage: Up to 30TB Compact size and low power consumption <ul style="list-style-type: none"> Dimensions: 252 x 136 x 137 (mm) Power Consumption: 85W Highly customized and tailor-made solutions <ul style="list-style-type: none"> Data synchronization of multiple sensors Automotive interface and protocol suppor 					
MPG V2.0								
#VALUE!			Data replay for repro-HiL validation: Replay pre-recorded data and simulated virtual data in a emulated hardware environment of a self-driving car. Mid-development validation for efficient development process. Highlights: <ul style="list-style-type: none"> High speed and bandwidth intensive data replay <ul style="list-style-type: none"> Based on PCIe Gen 3 (+8GT/s per lane) Supports replay of 8M high resolution cameras Comprehensive testing techniques based on high tech <ul style="list-style-type: none"> Reprocessing hardware in the loop (Repro HiL) Emulating signals of controllers and sensors Highly customized and tailor-made solutions <ul style="list-style-type: none"> Customized depending on development stage As full system, in units and in interface boards 					
SPH-PCIe								
#VALUE!			A solution for safe driving in all weather conditions. Enabling object detection in harsh weather conditions including utter darkness and thick fogs. Highlights: <ul style="list-style-type: none"> Thermal imaging based on passive LWIR sensing <ul style="list-style-type: none"> Penetrating foggy weather No need for any light source at nighttime Highly adequate for AI training applications <ul style="list-style-type: none"> Resolution: VGA and upcoming HD Low privacy risk compared to RGB cameras Highly customized and tailor-made solutions <ul style="list-style-type: none"> Supporting multiple interfaces (GMSL, USB ...) High value compared to competition 					
Thermal Camera								
COMPANY OVERVIEW					Competitiveness & Sales Points			
Cellplus Korea supports development and deployment of ADAS/AD through data. Our deep understanding of various sensors, complex vehicular electrical systems , and perception algorithms allows us to provide highly customizable and tailor-made ADAS/AD development and deployment solutions for a safer road. Data logging provides the base of the data-driven approach: a turnkey solution for logging your own synchronized RAW data sets custom made based on your choice of sensor system configuration. Data replay provides an emulated environment for repro-HiL testing based on prerecorded and simulated scenarios. Repetitive data reinjection allows developers to enhance perception accuracy in a highly reliable environment. Thermal imaging solutions provide a reliable source of data in all-weather conditions. Compared to other					<ul style="list-style-type: none"> Highly Customized solutions: <ul style="list-style-type: none"> Understanding market needs for multifarious sensor configurations Deep understanding of sensors, data, ECUs and perception SW Internal development power of HW, SW and AI team Providing turnkey solutions for quick utilization Proven credibility: <ul style="list-style-type: none"> Solutions currently deployed by Korean auto-manufacturers Registered as tier 1 R&D part of Hyundai motors & Hyundai Mobis Providing in government projects for dev. and testing of autonomous driving 			
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