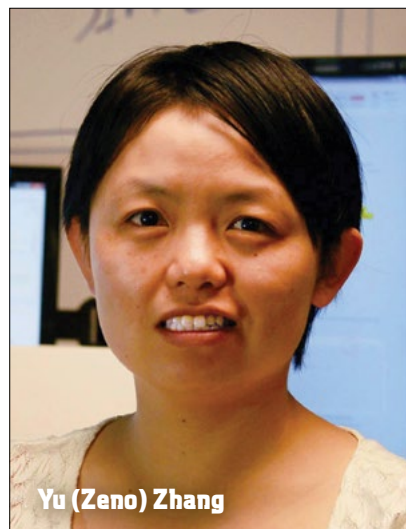


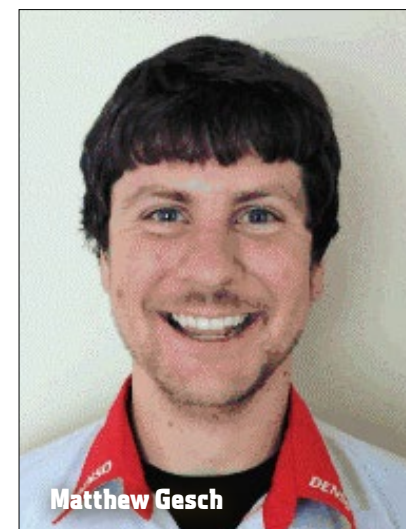
FOR A SAFER FUTURE

DENSO associates make vehicle safety technology of tomorrow a reality today

Smarter. Connected. Safer. The future of mobility relies on advanced safety systems. Every day, DENSO teams work to make these systems possible, from developing human-machine interfaces to road-testing driver assistance systems – safety is at the core of everything we do. Three of our engineers shared why safety matters to them, and how their work keeps the roads safer for all.



Yu (Zeno) Zhang



Matthew Gesch



May Shabaka

Yu (Zeno) Zhang

Principal Design Engineer
Human Factors

How do you make advanced safety technology a reality? I design and evaluate human-machine interfaces (HMI), which manage how cars deliver information to drivers and how drivers process that information while on the road. HMI help people utilize safety features and automated functions without giving up their responsibility to drive and monitor the road.

What are you most proud of about your work? I get to work with a group of talented engineers who share the same vision with me. We believe our work can make the driving experience safer and enjoyable.

Matthew Gesch

Applications Engineer
Safety Systems Engineering

How does your work at DENSO help protect drivers? I work on advanced driver assistance systems (ADAS), and I'm happy to do it at DENSO because it allows me to develop technology that can help prevent injuries and save lives. This type of technology reduces the number of accidents on roadways leading to a reduction in injuries, fatalities and costs to repair or replace vehicles. We're working to broaden the types of accident scenarios that can be prevented through technology.

Why did you pursue a career in automotive and safety technology? One of my passions has always been cars, and this position is a great way to pursue another passion of mine: helping benefit the community as a whole. And with the addition of animal detection in these systems, I get to help them as well.

May Shabaka

Senior Market Analyst
Research & Development

How do you create the future of safety technology? I work in advanced Research & Development (R&D), which means identifying and understanding future technology trends in both the short and long term across industries that support safety products. My team researches the technologies that are needed to develop DENSO's next generation of mobility solutions and make our roads safer.

What do you enjoy most about your job? I enjoy all the interactions and challenges my jobs offers me. I get to interact with people cross functionally within DENSO and with many customers, partners and industry players. I also always find myself challenged to understand and analyze what the industry will look like in the future.

Defining the Future of Automotive Safety Technology

DENSO is dedicated to cutting traffic fatalities by 50 percent. We give drivers peace of mind on the road by researching, developing and testing technologies that enable vehicles to work in tandem with drivers, roadside objects and other vehicles.

Advanced Driver Assistance Systems (ADAS): Using an array of visual, sonar and laser sensors, ADAS functions like lane-assist and collision avoidance help drivers anticipate and avoid potential collisions.

Human Machine Interfaces (HMI): HMI use visual, auditory and haptic features to give drivers only the information they need at a certain moment based on a given driving situation. These interfaces help keep drivers' eyes focused on their intended route and work with cars' dashboard displays.

Vehicle-to-Vehicle and Vehicle-to-Infrastructure (V2V and V2X): V2V and V2X technologies allow vehicles to communicate with similarly equipped cars and transportation infrastructure, such as traffic lights. Vehicles gain greater situational awareness, which helps minimize the risk of collisions.