CogniVue Announces Toyota Tsusho Electronics (TTE) Joining APEX Partner Program

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Tokyo, Japan - December 11, 2014- CogniVue Corporation, which licenses its APEX Image Cognition Processor (ICP) technology to semiconductor vendors for automotive and consumer markets, announced today that Toyota Tsusho Electronics (TTE) is joining the APEX Partner ProgramTM. CogniVue's APEX ICP technology drives a >100x advantage in performance per area per power for embedded vision processing compared to conventional processor architectures, making it a top choice for System-on-Chip (SoC) vendors integrating embedded vision into their products. With TTE joining CogniVue's APEX Partner Program, CogniVue continues to build a strong APEX ecosystem in Japan.

"CogniVue offers a total 'Vision Stack' with the APEX ICP IP, a unique set of APEX programming tools, and an extensive suite of image and vision processing algorithms in our APEX-CV library," said Tom Wilson, VP Product Management and Marketing at CogniVue. "In addition, our APEX Partner Program ensures that there is a range of turn-key software providers for the end customer. We are very pleased to have TTE as a key new member of the APEX Partner Program providing strong support for automotive ADAS applications in Japan."

"TTE sees strong opportunities for CogniVue APEX technology in the Japanese automotive market," commented Mikio Kobayashi, Deputy Director of TTE. "We believe that the combination of TTE software and system expertise with CogniVue APEX ICP core and algorithm expertise will result in significant new opportunities for both companies."

"As CogniVue's IP licensing partner in Japan, DMP is pleased to see this addition of TTE to the APEX Partner Program," commented Tatsuo Yamamoto, CEO of Digital Media Professionals (DMP). "Automotive customers in Japan evaluating the APEX ICP technology are aware of TTE's strong automotive system knowledge and will view this as a further validation of CogniVue's APEX technology."

About CogniVue Corporation

CogniVue is a leading innovator in embedded vision, providing both semiconductor processor technology IP, tools and software that enable its customers to develop high-performance, low-power embedded vision applications for high volume automotive, consumer and industrial markets. With its strong expertise in embedded vision and its APEX development tools, CogniVue enables developers to design innovative, previously implausible vision products like smart pens and smart back-up cameras. CogniVue is a privately held company headquartered in Ottawa-Gatineau, Canada. For more information please contact:

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About Toyota Tsusho Electronics Corporation

Toyota Tsusho Electronics Corporation is "A Hybrid Company Leading the field in Automotive Electronics" focusing on our 4 product groups of semiconductors, embedded software, development tools and contents. Toyota Tsusho Electronics Corporation is headquartered in Nagoya-Aichi, Japan.

For more information please contact:

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