



FOR ENERGY EFFICIENT INNOVATIONS

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IMP Review

January 2020



Internal Use Only



Automotive Campaign Update

Veronika Holscher

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Automotive – Q1 Major Products RTM & Campaign Status

Vehicle Electrification

- On-Board Charging → launched Dec. 2019
- Traction Inverters: VE-Trac™ Dual, VE-Trac™ Direct → launched Dec. 16, 2019
IGBT Gate Drivers and Power Modules → to launch 2020 TBD
- SiC MOSFETS - → to launch 2020 TBD



Campaign started Dec. 2019, ongoing through 2020



Campaign will start Q2 or later (TBD) through 2020

Comfort and Convenience

- LED Lighting (NCV7685, NCV7692, NCV7683, NCV7691) → launched Feb. 4, 2020
- NCV7685 RGB LIGHTING EVB → to launch May 2020



Campaign started Feb 2020
Phase 2 with EVB will start in May and through 2020

Autonomous Vehicle/ADAS

- Hayabusa Product Family (AR0233AT, AR0323AT, AR0147AT) → to launch July 2020
- Relaunch AR0820AT & Ecosystem partners → to launch Sept. 2020
- In-cabin Portfolio (AR0239AT, AR0234AT, GazeT, IVEC) → to launch Oct. 2020
- LiDAR Automotive (Ruby, Pandion) → to launch Q2 2020 TBD
- Cybersecurity, Robotaxi (AR1212AT, APO300, AS0149) → to launch Oct/Nov. 2020



Campaigns will start March 2020, ongoing through 2020



Campaigns will Q2 and later, ongoing through 2020 and 2021

SEC

RTM	Platform	Subsegment
2/14/2020	JP006 - Pixel Light Assembly	Comfort & Convenience
2/25/2020	C004 - NCV7685 Low Cost RGB Solution Demo	Comfort & Convenience
3/1/2020	C005 - HVAC Throttle Body Driver	Comfort & Convenience
3/31/2020	JP002 - Power Seat Demo	Comfort & Convenience
4/24/2020	A017 - LED Car Tail Lights	Comfort & Convenience
5/4/2020	C009 - 2kW EV DC-DC by Boost+LLC	Vehicle Electrification
5/15/2020	C006 - 2kW DC-DC by Buck+LLC	Vehicle Electrification
5/31/2020	C008- 6.6kW Totem-Pole Power Stage and FPGA	Vehicle Electrification
6/1/2020	C011-Rear Lighting Platform for Strata	Comfort & Convenience
7/14/2020	E048 - Auxiliary Power Supply for EV	Vehicle Electrification
7/31/2020	C007 - On Board Charger 6.6kW - SiC Model	Vehicle Electrification
9/1/2020	R020 - 48V, 25kW B(i)SG RD with integrated thermal coolant system	Vehicle Electrification
10/1/2020	R023 - 48V BLDC, Automotive Version	Comfort & Convenience
10/1/2020	R044 - SiC SSC base inverter (up to 200kw)	Vehicle Electrification
12/31/2020	R054 - Strata Cloud Interface between DevWareX and CRD Server (Radar HW?)	Autonomous Vehicle
TBD	R045 - HV main traction inverter(up to 200kw) Joint Lab using Silicon Mobility.	Vehicle Electrification



On-Board Charging for EV Reference Design

Segment/Sub-segment

Automotive/Vehicle Electrification

Planned Launch Date

Oct. 22, 2019 – 11kW launched
August/Sept. – 6.6kW SiG

Featured Product(s)

- 11kW 3-Ph PFC-LLC OBC Modular Development Kit
- 6.6kW OBC SiG Development Kit

CTA

- Learn More
- Download Reference Design

BU Owner(s)

Oriol Fillo, Munich SEC
Kane Jia, APAC SEC

Regional Focus

AMR, EMEA, APAC

Positioning

Drive awareness of the new platform that provides state-of-the-art efficiency featuring AEC-Q101 SiC power devices and drivers for Level 2 AC charging. The kit facilitates testing and evaluation of the SiC devices and passive components for OBC applications.

Earned	Owned	Paid	Other Planned Deliverables
Press Release	Blog (Internal)	Demand Generation	Video
Blog (External)	Landing Page	Paid Search/Dynamic Ads	Tutorial
Contributed Article	Home Page Banner	Paid Social	Application Note
Speaking Engagements	Social Media	Native Ads	Reference Design
Press Interviews	Newsletter	Print Ads	Webinar/Webcast
Analyst Interviews	Email		Infographic
Award Nominations			PR Photo



Traction Inverters, VE-Trac™ Family

Segment/Sub-segment	Planned Launch Date	Featured Product(s)	CTA
Automotive/Vehicle Electrification	December 16 - launched	<ul style="list-style-type: none"> EV PIMs VE-Trac™ Dual: <ul style="list-style-type: none"> 750V 800A (NVS800A75L4DSC), 600A, 500A 1200V 400A (NVH950S75L4SPx) VE-Trac Direct (SSDC): <ul style="list-style-type: none"> 750V 820A (NVH820S75L4SPx), 660A, 770A 750V 820A (NVH820S75L4SPx) Higher Current Plus 	<ul style="list-style-type: none"> Contact Sales Office Order Samples
BU Owner(s)	Regional Focus		
Jonathan Liao, PSG; Oriol Fillo, SEC	AMR, EMEA, APAC, JP		

Positioning

The innovative Dual Power modules offers scalability in power at low incremental costs. The unique system forms a high power density package for the next generation of EV/HEV main traction drives. New SiG IGBT Drivers and Power Modules will be introduced later in 2020 under this campaign.

Earned		Owned		Paid		Other Planned Deliverables	
Press Release	●●	Blog (Internal)	●●	Demand Generation	●	Videos	●
Blog (External)		Landing Page	●	Paid Search/Dynamic Ads	●	Tutorial/Motion Graphic	●
Contributed Article	●	Home Page Banner	●	Paid Social		Application Note	●
Speaking Engagements	●	Social Media	●●	Native Ads		White Paper/Reference Design	●
Press Interviews	●	Newsletter	●●			Webinar/Webcast	●
Analyst Interviews	●	Email	●			Infographic	
Award Nominations	●					PR Photo	●





FOR ENERGY EFFICIENT INNOVATIONS

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VE- Trac Campaign report

Dec 16, 2019 to March 16, 2020



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VE-Trac™ Campaign Assets

Home Page Banner

Landing Page

Blog

Product & Evaluation Kit Pages

Product	Status	Compliance	Short Description	Parts Used	Action
NVG800A75L4DSC-EVK	Active	Pb-Free	VE-Trac Dual EZ Kit	NVG800A75L4DSC	* Contact Local Sales Office

Press Release

Informa Demand Gen Webinar and VE-Trac Promotional Video

Motion Graphics Video | VE-Trac



Business Wire PR Report

Release Views

ON Semiconductor Announces New Family of Power Modules to Address the Growing Market and Applications for Automotive Traction Inverters

12/16/2019
09:00 AM PST

4,969
TOTAL VIEWS

872
LINK CLICKS

Earned and Social Media

This report analyzes 35 social mentions & 92 articles. The peak of conversation happened on Dec 16, 2019. The most influential profile during the selected time period was Techristic, who has 50,81 mentions were not re-shared.

Highlights

- 89 Syndicated Articles
- 3 Earned Media
- 35 Social Mentions

127 Total Mentions

Peak: 96 mentions on December 16

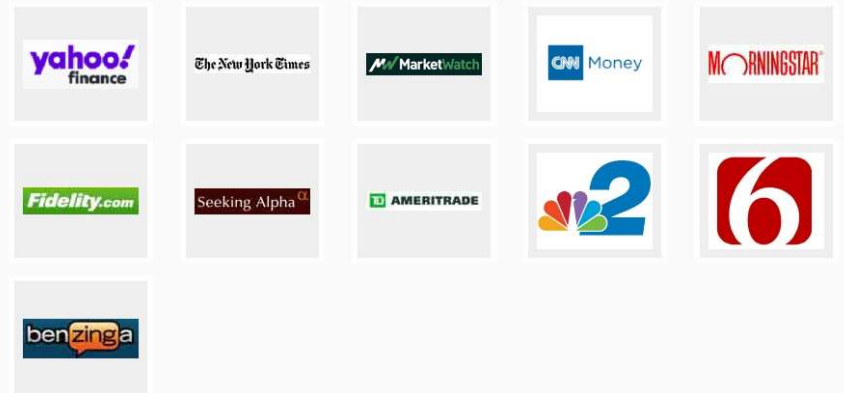
72.4% Articles

92 Mentions

27.6% Social

35 Mentions

ONLINE POSTINGS



9

8/4/2023



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EVs are here. Try to keep up.

CHARGED

ELECTRIC VEHICLES MAGAZINE

Littelfuse
Expertise Applied | Answers Delivered

Protect Your Electrical System
Improve the reliability of your EV

▶ LEARN HOW

HOME
MAGAZINE
NEWSWIRE
FEATURES
EVENTS
ADVERTISE
CONTACT

ON Semiconductor introduces new power modules for high-voltage EV inverters

Posted January 6, 2020 by [Ryan Austin](#) & filed under [Newswire](#), [The Tech](#).

[ON Semiconductor](#) has released the first two devices within its new VE-Trac family of power modules for high-voltage automotive traction inverters. Future devices in the VE-Trac family will include discrete power devices, isolated gate drivers, and wide bandgap (WBG) devices. The company says its first two devices are ideally suited for use in the main traction inverters of EVs, PHEVs and hybrids.

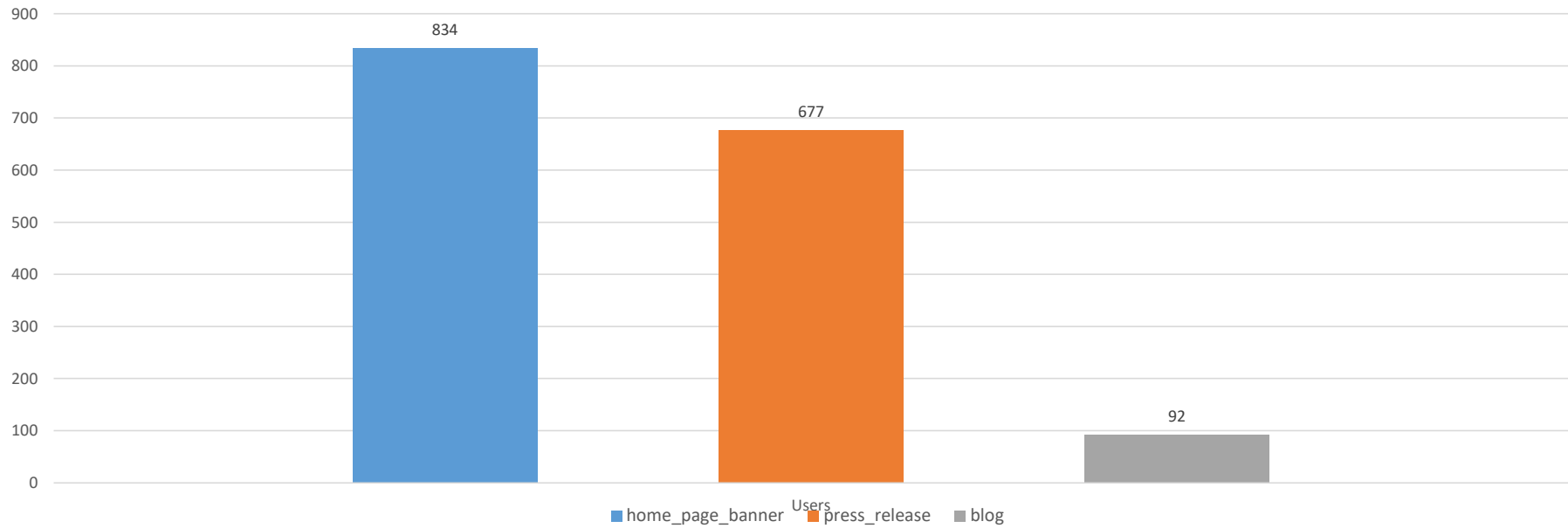
ON Semiconductor is introducing two different inverter platforms within the VE-Trac family: VE-Trac Dual and VE-Trac Direct.

VE-Trac Dual will be a collection of Dual Side Cool (DSC) half-bridge modules that are stackable and scalable. VE-Trac Dual can work in applications ranging from 80 kW to 300 kW. The first VE-Trac Dual device to be released is rated to 750 V at 800 A, which ON Semiconductor says is double the capacity of competing devices. The device is qualified under AQC-324 (European standard for power electronics) and features an embedded smart IGBT. Over the next few months, ON will release additional devices within the VE-Trac Dual platform that feature higher voltages and various current level options.

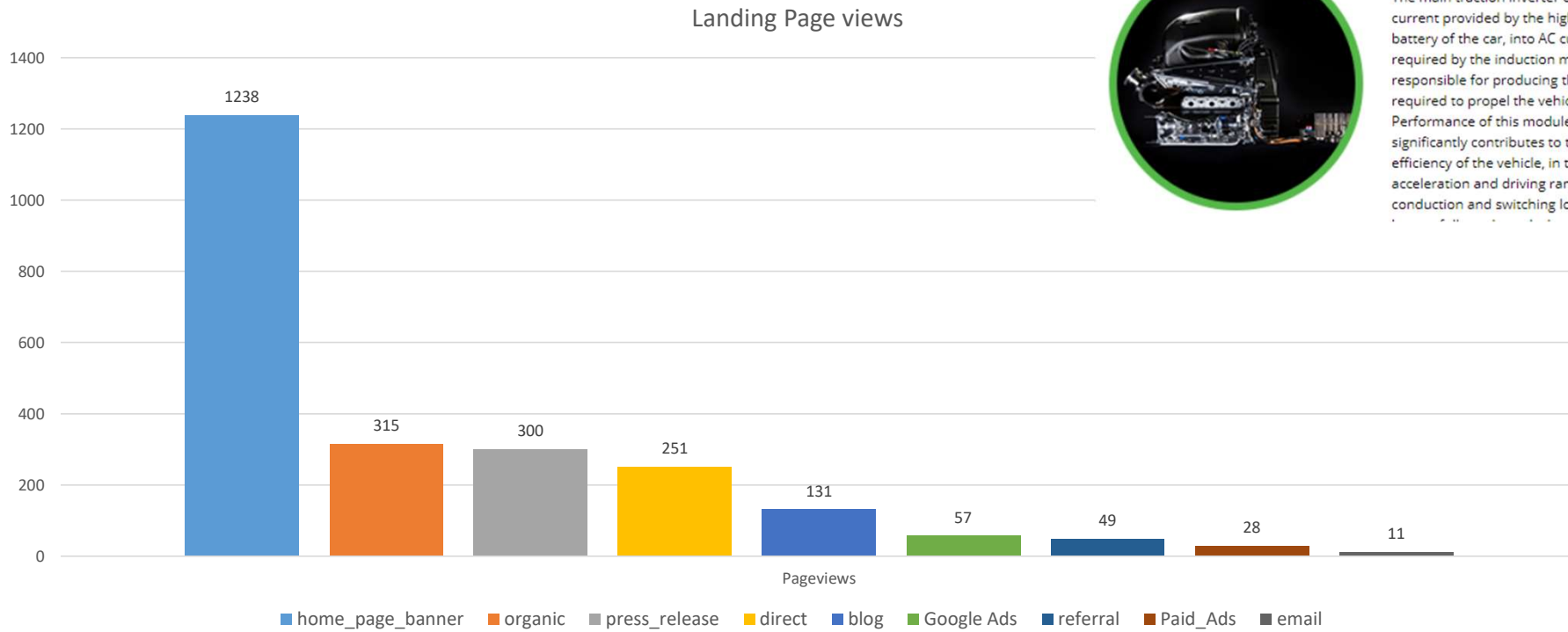


Campaign Performance

Users acquired by medium



Landing Page views



Traction Inverters



The main traction inverter converts DC current provided by the high voltage battery of the car, into AC current required by the induction motor responsible for producing the torque required to propel the vehicle. Performance of this module significantly contributes to the overall efficiency of the vehicle, in terms of its acceleration and driving range. Both conduction and switching losses must



Eval board page views

NVH820S75L4SPB-EVK: VE-Trac Direct EZ Kit

The VE-Trac™ Direct Evaluation Kit consists of a single VE-Trac Direct power module (NVH820A75L4SPB) mounted in a cooling jacket, with a 6-ch Gate driver board and a DC Link capacitor. The kit does not include a PWM controller or external current sensors. The evaluation kit allows the customers to evaluate VE-Trac Direct power module performance in the early stage of inverter development.

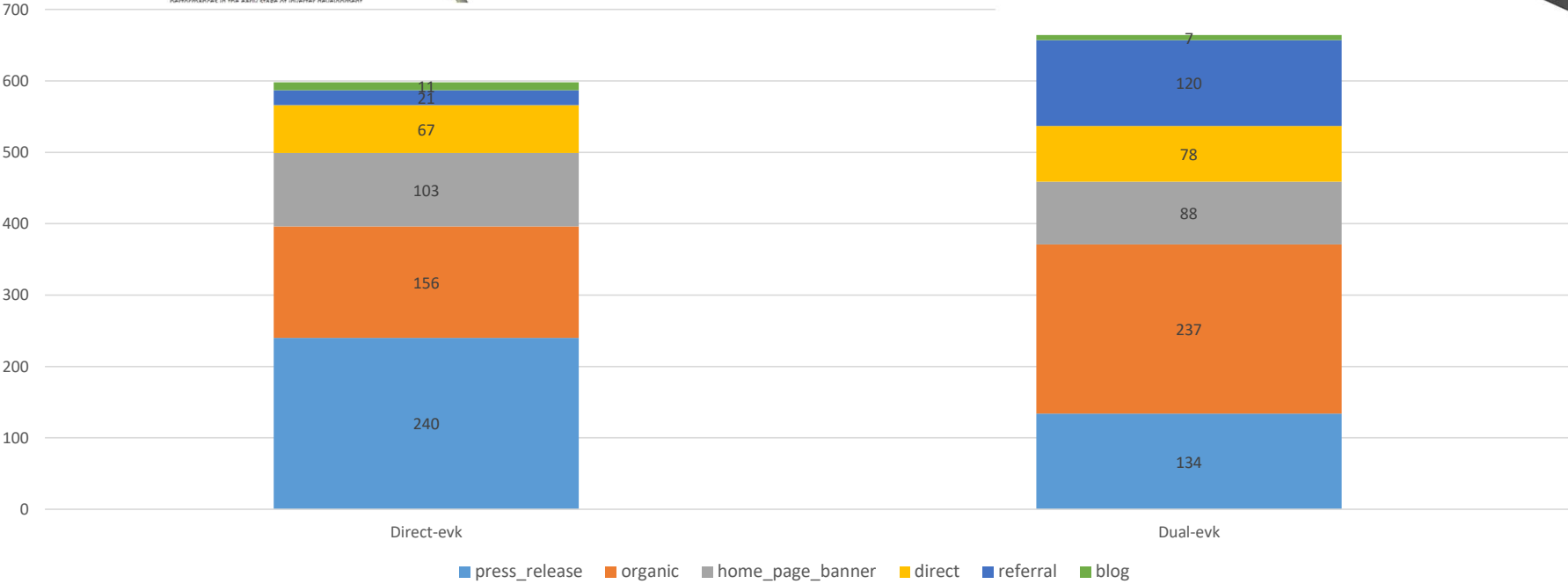


NVG800A75L4DSC-EVK: VE-Trac Dual EZ Kit

The VE-Trac™ Dual Evaluation Kit consists of three VE-Trac Dual power modules (NVG800A75L4DSC) mounted on dual side cooling heatsink, with a 6-ch Gate driver board, DC Link capacitor and external hall-effect current sense feedback for motor control. The kit does not include a PWM controller. The evaluation kit allows the customers to evaluate VE-Trac Dual power module performance in the early stage of inverter development. The kit can be used as a double pulse tester to measure key switching parameters or used as a 3-ph inverter for motor control.



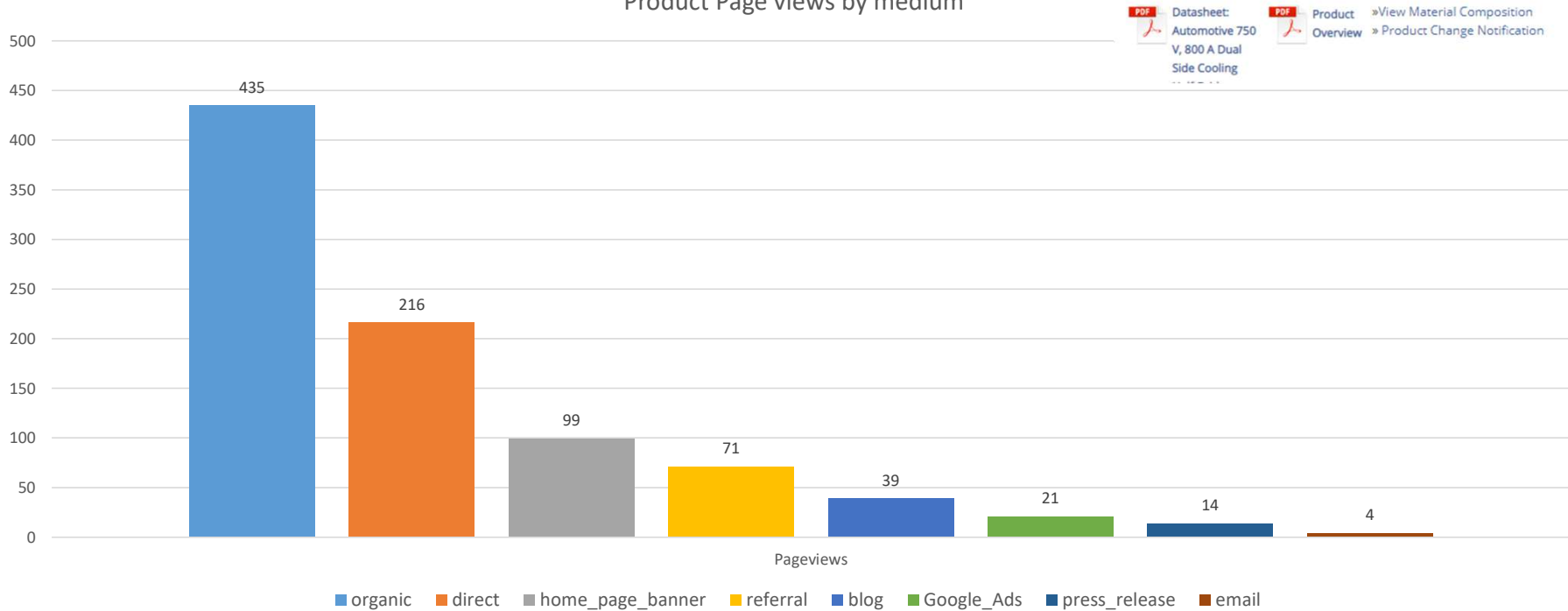
Evalboard Pagviews by Medium



Product Page views

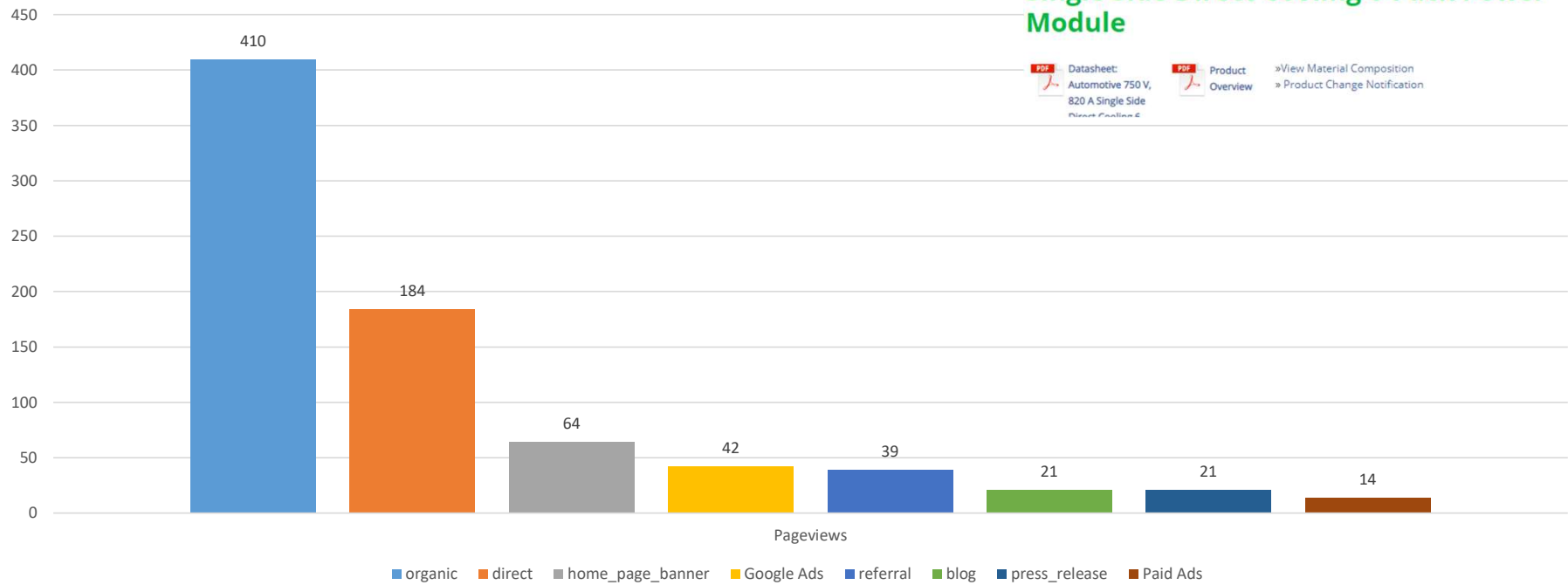
NVG800A75L4DSC: Power Module, Half-Bridge, Dual Side Cooling, Automotive, 750 V, 800 A

Product Page views by medium



Product Page views - 2

Page views by medium

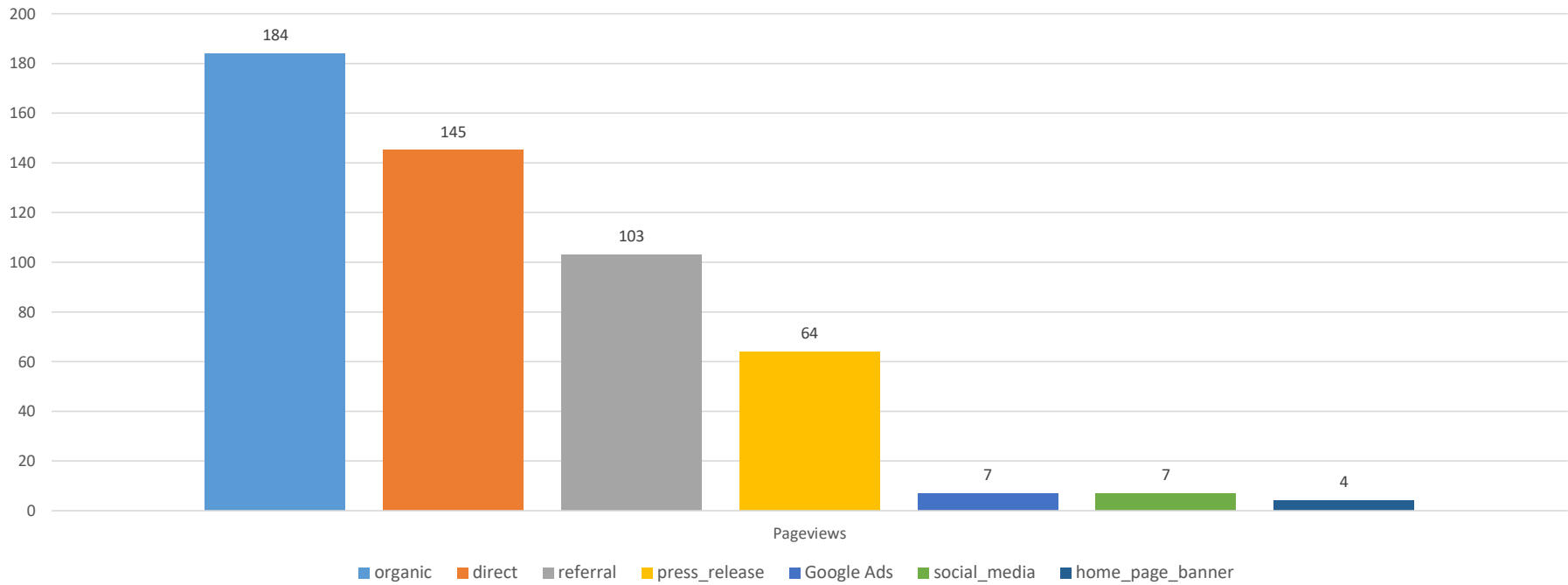


Press Release page views

ON Semiconductor Announces New Family of Power Modules to Address the Growing Market and Applications for Automotive Traction Inverters

On display at CES 2020, first devices on platforms from new VE-Trac™ family offer market-leading electrical and thermal performance backed by market-ready capacity and expanded supply chain

Page views by medium



Video Performance

VE-Trac Video was posted on the Traction Inverter landing page on January 8, 2020.

The data presented is from Jan. 8 – March 16

Attribute	Metrics
Video impressions	1175
Video views	79
Views > 50%	55
Views 100%	35

VE-Trac™ Power Module Platform Overview



Conversions

Attribute	Metrics
Users acquired	1602
Total conversions	2188
Conversion Rate	136%

***Users acquired via this campaign
downloaded multiple assets*



LED Lighting Solutions

Segment/Sub-segment

Automotive/Comfort, Safety and Convenience

Planned Launch Date

December 2019 - TBD

Featured Product(s)

- LED Driver NCV7683, NCV7685
- Current Controllers NCV7691 and NCV7692

CTA

- Contact Sales Office
- Order Samples

BU Owner(s)

Paul Decloedt, ASG

Regional Focus

AMR, EMEA, APAC, JP

Positioning

New LED lighting devices that enable state-of-the-art Rear and Front lighting solutions to satisfy growing global industry demand for LED lighting.

Earned		Owned		Paid		Other Planned Deliverables	
Press Release	●	Blog (Internal)	●	Demand Generation	● ●	Video	● ●
Blog (External)		Landing Page	●	Paid Search/Dynamic Ads	●	Tutorial	
Contributed Article	●	Home Page Banner		Paid Social		Application Note	●
Speaking Engagements		Social Media	●	Native Ads		White Paper	
Press Interviews	●	Newsletter	●	Print Ads		Webinar/Webcast	
Analyst Interviews		Email	●			Infographic	
Award Nominations						PR Photo	●





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LED Lighting

60-Day Campaign Report

(Feb 4 - April 2, 2020)



Internal Use Only



LED Lighting Campaign Assets

Product Pages

The image shows a vertical stack of four screenshots of ON Semiconductor product pages. Each page features the ON Semiconductor logo, a search bar, and a navigation menu. The product titles and key specifications are highlighted in green:

- NCV7692: Current Controller for Automotive LED Lamps**
- NCV7691: Current Controller for Automotive LED Lamps**
- NCV7683: LED Driver, Automotive, Octal, 100 mA Sequencer**
- NCV7685: 12 Channels 60 mA LED Linear Current Driver I2C Controllable for Automotive Applications**

Blog

The screenshot shows a blog post with the following details:

- Title:** Advanced Vehicle Lighting: New Family of Devices to Enhance Road Safety
- Author:** Paul Deebert
- Date:** 02-04-2020
- Image:** A car with its rear lights illuminated.
- Text:** "The automotive industry is undergoing rapid changes and advancements. These advances are being driven by legislation and the desire to make vehicles more efficient (reducing pollution) and to enhance overall safety. While road safety is improving, a study by the U.S. National Highway Traffic Safety Administration (NHTSA) revealed that around 95% of accidents are caused by drivers. Of these, over 40% were caused by 'recognition error' which includes inattention caused by internal and external distractions as well as inadequate surveillance. As a result, much of the efforts to improve road safety are to provide systems that assist the driver which will ultimately perform tasks for the driver, thereby removing the weakest link in the safety chain. While the technology in vehicles is making a significant contribution to these goals, some technology is also a source of distraction. For example, as in-vehicle infotainment (IVI) becomes more sophisticated and often contains two or more screens for systems such as satellite navigation and reconfigurable instrument clusters, so the potential for distraction from external events increases. Automakers are, therefore, looking to find ways to overcome distractions - especially while the driver remains in charge of most aspects of driving the vehicle. One area being explored is to ensure that important signals such as turn signals and stop (brake) lights on nearby vehicles are clearly seen by other road users."

Press Release

The screenshot shows a press release with the following details:

- Title:** ON Semiconductor Launches Automotive LED Drivers and Controllers for Advanced Vehicle Lighting Applications
- Date:** PHOENIX, US - 4 February, 2020
- Text:** "ON Semiconductor (Nasdaq: ON), driving energy efficient innovations, has launched a new family of four devices that facilitate the high levels of performance and innovative functionality that vehicle manufacturers and consumers now expect from automotive exterior and interior lighting. Aimed specifically at low power solid state lighting, the new family comprises two LED drivers (NCV7683 and NCV7685) and two current controllers (NCV7691 and NCV7692). In the pursuit of improved road safety, automakers are moving away from the simple 'on/off' operation to sophisticated systems that incorporate movement and variable intensity within rear combination lamps (RCLs), turn signals, fog lamps, and other externally modulated LED clusters to give clearer and highly visible warnings to other road users. The NCV7685 and NCV7683 integrate twelve and eight linear programmable current sources, respectively, enabling multiple strings of LEDs to be driven with up to 100 mA per channel. The devices provide an array of configurability options, including duty-cycling, illumination level control, current regulation, sequencing functionality, and channel combination. The NCV7685 incorporates an 8-bit I2C interface with CRC8 error detection for individual output current adjustment via pulse width modulation (PWM), and for advanced diagnostics - including detection of an open LED string or under voltage condition - a dedicated diagnostic pin is also available. The NCV7685 may be powered with a DC-DC controller and/or LDO voltage regulator, depending upon specific design requirements."

LED Rear Lighting Demo Video

The screenshot shows a video player interface with the following details:

- Title:** LED Rear Lighting Demo with Linear NCV7685 Drivers
- Thumbnail:** A car's rear view with illuminated lights.
- Text:** "LED Rear Lighting Demo with Linear NCV7685 Drivers. View a demo solving common design problems found in Automotive LED Lighting. Automotive Lighting. LED Rear Lighting Demo with Linear NCV7685 Drivers. ON Semiconductor"



Business Wire PR Report

ON Semiconductor Launches Automotive LED Drivers and Controllers for Advanced Vehicle Lighting Applications 🌐

02/04/2020
09:00 AM PST

3,771
TOTAL VIEWS

323
LINK CLICKS

EARNED AND SOCIAL MEDIA ANALYTICS

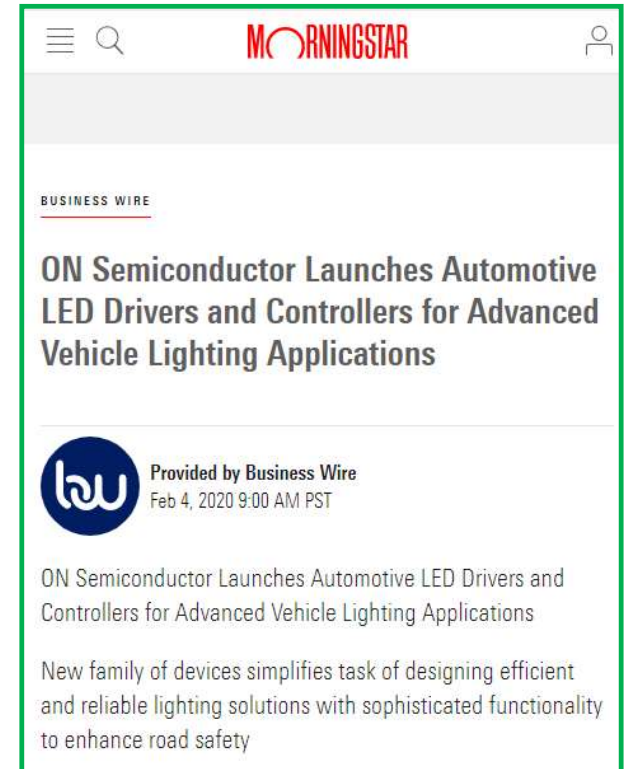
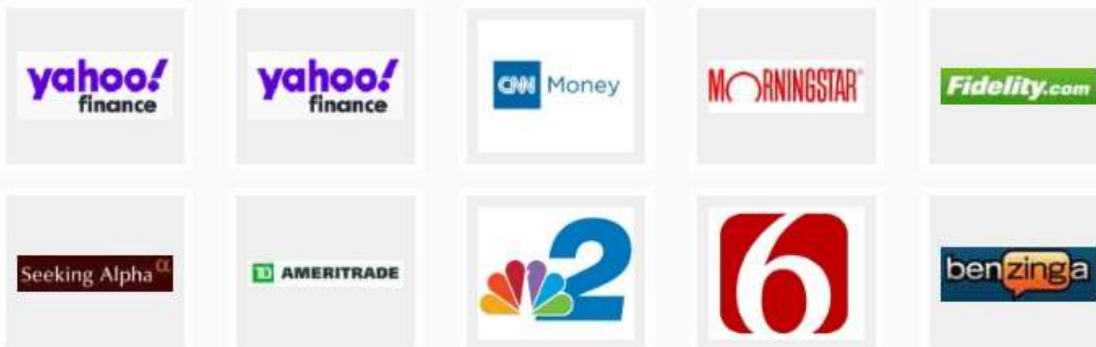
Overview

This report analyzes 22 social mentions & 62 articles. The peak of conversation happened on Feb 04, 2020. The most influential profile during the selected time period was Techristic, who has 49,475 followers. However, Techristic's mentions were not re-shared.

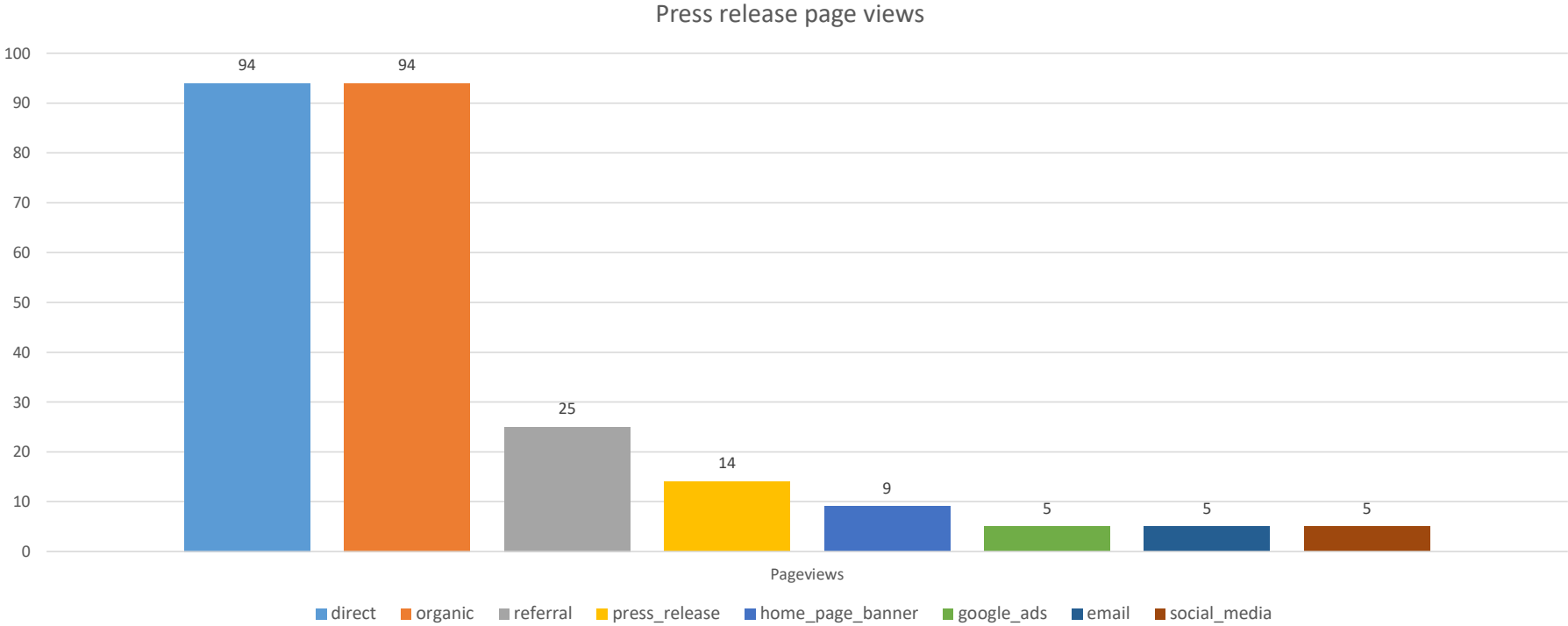
Highlights

61	Syndicated Articles
1	Earned Media
22	Social Mentions

ONLINE POSTINGS

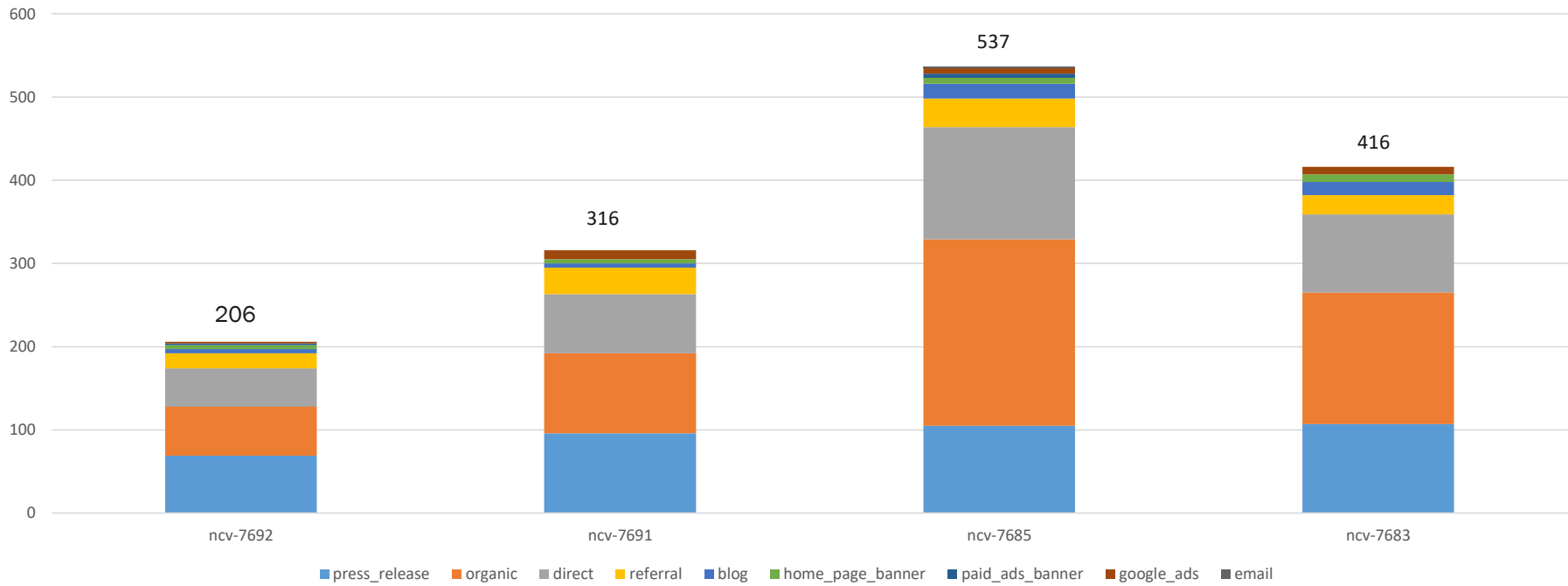


Press release page views by medium



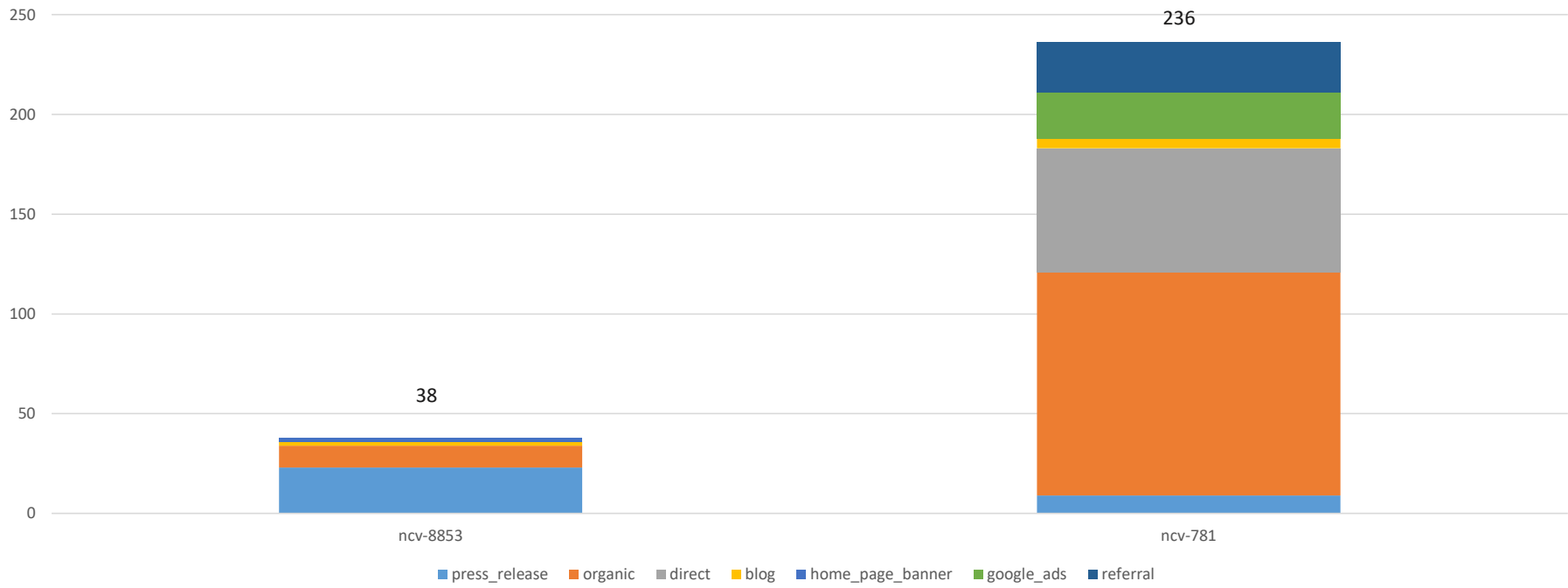
Product page views

Product page views by Medium



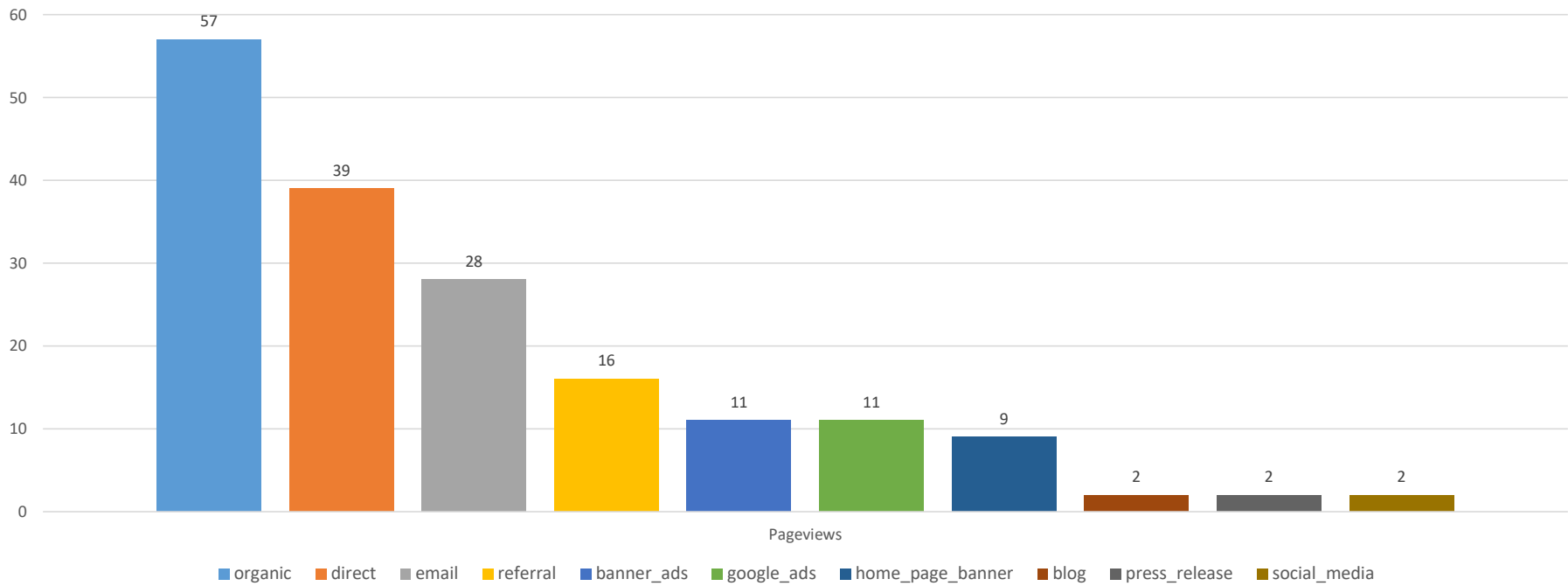
Product page views - 2

Pull through page views by medium



Blog page views

Blog page views by medium



Campaign Performance

Users acquired	Metrics
Press release	281
Blog	52

Attribute	Metrics
Conversions	265
Conversion Rate <i>(Conv/Users acquired)</i>	79.5%



Video posted on March 27
Views as of April 2: 9

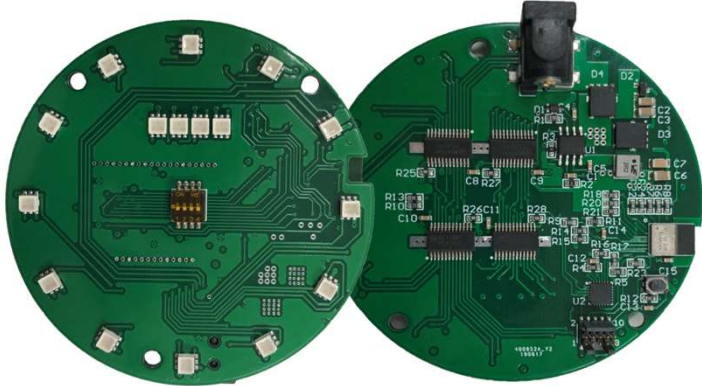
LED Lighting EVK

Segment/Sub-segment	Planned Launch Date	Featured Product(s)	CTA
Automotive/Comfort, Safety and Convenience	May 2020	SECO-NCV7685RGB-GEVB - RGB LIGHTING EVB <ul style="list-style-type: none"> • NCV7685 Linear LED Driver • RSL10 SoC with BLE • NCV891330 DCDC Converter • NCV8170 LDO Regulator • PCA9655 I/O Port Expander 	<ul style="list-style-type: none"> • Contact Sales Office • Order Samples
BU Owner(s)	Regional Focus		
Kane Jia, SEC, Paul Decloedt, ASG	AMR, EMEA, APAC, JP		

Positioning

The new NCV7685 LED RGB EVB provides a smart demonstration on interior or exterior lighting reference design for tail, ambient and ground effects lighting, which is aiming at realizing general sequential or high end pixelated LEDs controlled in in-vehicle networks.

Earned	Owned	Paid	Other Planned Deliverables
Press Release	Blog (Internal)	● Demand Generation	● Video
Blog (External)	Landing Page	● Paid Search/Dynamic Ads	● Tutorial
Contributed Article	Home Page Banner	Paid Social	Application Note
Speaking Engagements	● Social Media	● Native Ads	White Paper
Press Interviews	Newsletter	● Print Ads	Webinar/Webcast
Analyst Interviews	Email	●	Infographic
Award Nominations			PR Photo



Hayabusa™ Family Image Sensors & Ecosystems Partners

Segment/Sub-segment	Planned Launch Date	Featured Product(s)	CTA
Automotive/Autonomous Vehicle, ADAS	July - TBD	<ul style="list-style-type: none"> AR0147AT AR0233AT & AR0323AT – delay due to issues with product. Delayed till July 2020. 	<ul style="list-style-type: none"> Contact Sales Office Order Samples
BU Owner(s)	Regional Focus		
Radhika Arora, Steve Kuzy- product Steve Harris - partners	AMR, EMEA, APAC		

Positioning

Announcing Hayabusa family newest image sensors' line-up from 1MP to 3MP now in mass production, as well as recent winning collaborations with ecosystems partners for ADAS and AV solutions.

Earned		Owned		Paid		Other Planned Deliverables	
Press Release	●	Blog (Internal)	●	Demand Generation	●	Video	● ●
Blog (External)		Landing Page	●	Paid Search/Dynamic Ads	●	Tutorial	
Contributed Article	● ●	Home Page Banner		Paid Social		Application Note	●
Speaking Engagements	● ●	Social Media	● ●	Native Ads		White Paper	
Press Interviews	●	Newsletter	●	Print Ads		Webinar/Webcast	●
Analyst Interviews		Email				Infographic	
Award Nominations						PR Photo	●



AR0820AT Relaunch & Ecosystem Partners

Segment/Sub-segment	Planned Launch Date	Featured Product(s)	CTA
Automotive/Autonomous Vehicle, ADAS	Sept. - TBD	<ul style="list-style-type: none"> AR0820AT 	<ul style="list-style-type: none"> Contact Sales Office Order Samples
BU Owner(s)	Regional Focus		
Radhika Arora – product Steve Harris - partners	AMR, EMEA, APAC		

Positioning

Drive awareness that ADAS Family AR0820AT image sensor now in mass production and recent winning collaborations with Ecosystems Partners for ADAS and AV solutions.

Earned		Owned		Paid		Other Planned Deliverables	
Press Release	●	Blog (Internal)	●	Demand Generation	●	Video	● ●
Blog (External)		Landing Page	● ●	Paid Search/Dynamic Ads	●	Tutorial	
Contributed Article	●	Home Page Banner		Paid Social		Application Note	●
Speaking Engagements	● ●	Social Media	● ●	Native Ads		White Paper	
Press Interviews	● ●	Newsletter	●	Print Ads		Webinar/Webcast	●
Analyst Interviews		Email	●			Infographic	
Award Nominations						PR Photo	●



Solutions for In-cabin Monitoring Applications

Segment/Sub-segment

Automotive/Autonomous Vehicle, ADAS

BU Owner(s)

Eric Thomas, Steve Harris, Daniel Noguchi - ASD

Planned Launch Date

Phase 1 - September 17, 2019
Phase 2 - for AutoSens Brussels, Sept. 2020 or Detroit Nov. 2020

Regional Focus

AMR, EMEA, APAC

Featured Product(s)

- Phase 1: Ambarella & Eyeris joint solution - completed
- Phase 2: AR0239AT, IVEC, GazeT all configurations and associated pull-through products.

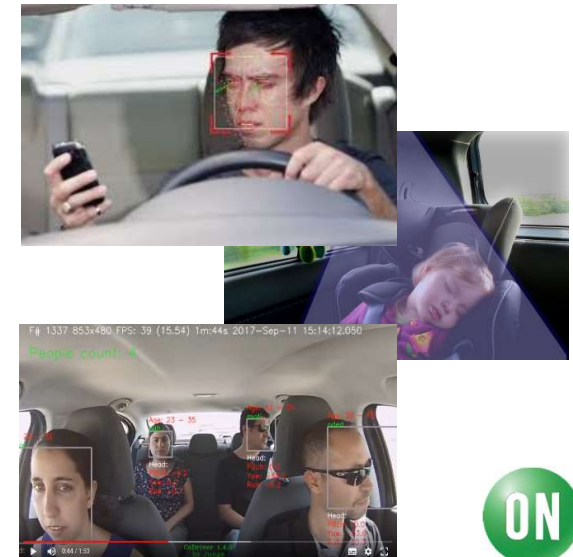
CTA

- Contact Sales Office
- Order Samples

Positioning

In-cabin Monitoring Systems are a key growth segment due to Euro NCAP roadmap for mandatory inclusion of Driver Monitoring and Child Presence Detection by 2025 as part of UN General Safety Regulations. ON Semiconductor offers complete Driver Monitoring, Passenger Monitoring and other in-cabin solutions.

Earned		Owned		Paid		Other Planned Deliverables	
Press Release	●●	Blog (Internal)	●●	Demand Generation	●	Videos, Motion Graphic	●
Blog (External)		Landing Page	●●	Paid Search/Dynamic Ads	●	Tutorial	●
Contributed Article	●	Home Page Banner	●	Paid Social		Application Note	●
Speaking Engagements	●●	Social Media	●	Native Ads		White Paper	
Press Interviews	●●	Newsletter	●	Print Ads		Webinar/Webcast	●
Analyst Interviews		Email				Infographic	
Award Nominations						PR Photo	●●



Cybersecurity, 12MP Image Sensor for Robotaxi

Segment/Sub-segment	Planned Launch Date	Featured Product(s)	CTA
Autonomous Driving/ADAS	September or November 2020, TBD for AutoSens Brussels or Electronica	<ul style="list-style-type: none"> AR01212 AP0300 AS0149 	<ul style="list-style-type: none"> Contact Sales Office
BU Owner(s)	Regional Focus		
Radhika Arora, ASD Giri Venkat, ASD	AMR, EMEA, APAC, JP		

Positioning

Drive awareness of Image sensors, co-processors and system-on-chip modules with innovative Cybersecurity technology for ADAS and Autonomous Vehicles. Industry first 12MP image sensor for Robotaxi market.

Earned		Owned		Paid		Other Planned Deliverables	
Press Release	●	Blog (Internal)	●	Demand Generation	●	Video	●
Blog (External)	●	Landing Page	●	Paid Search/Dynamic Ads		Tutorial	●
Contributed Article	●	Home Page Banner		Paid Social		Application Note	●
Speaking Engagements	●	Social Media	●	Native Ads		White Paper	
Press Interviews	●	Newsletter	●	Print Ads		Webinar/Webcast	●
Analyst Interviews		Email	●			Infographic	
Award Nominations						PR Photo	●



LiDAR Sensing

Segment/Sub-segment

Autonomous Driving/ADAS

Planned Launch Date

Ruby and Pandion at AutoSens
Brussels - TBD

Featured Product(s)

- Ruby Product Family
- Pandion Product Family

CTA

- Contact Sales Office

BU Owner(s)

Bahman Haji, SensL Group
Wade Appelman, SensL Group

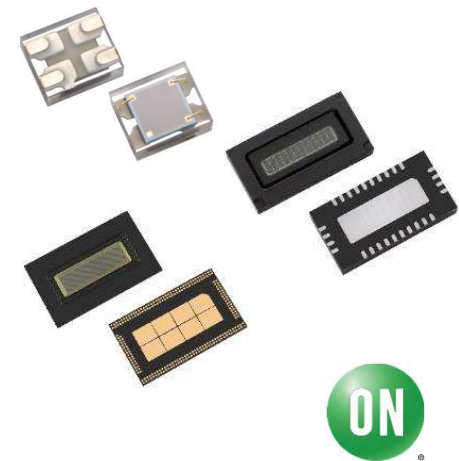
Regional Focus

AMR, EMEA, APAC, JP

Positioning

Drive awareness of ON Semi LiDAR strategy. Influence the market on technology trends that push toward ON Semi advantage. Demonstrate expertise of LiDAR requirements in target markets and prove we have market adoption.

Earned		Owned		Paid		Other Planned Deliverables	
Press Release	●●	Blog (Internal)	●	Demand Generation	●●	Video	●
Blog (External)	●	Landing Page	●●	Paid Search/Dynamic Ads	●	Tutorial	●
Contributed Article	●	Home Page Banner	●	Paid Social	●	Application Note	●
Speaking Engagements	●	Social Media	●	Native Ads		White Paper	●
Press Interviews	●	Newsletter	●	Print Ads		Webinar/Webcast	●
Analyst Interviews		Email	●			Infographic	
Award Nominations						PR Photo	●



Immediate Needs Q2 2020

Web Updates

- Updates to ADAS/Autonomous Landing page
- ADAS/AV Ecosystem Partners Landing page
- LED Lighting EVK Landing page
- Online Demo Room Automotive

Digital Advertising

- VE-Trac campaign
- LED Lighting campaign
- Hayabusa Image Sensors campaign

Blogs

- Autonomous Vehicle Adoption
- LED Lighting RGB EVK
- Hayabusa & Ecosystem Partners
- AR0820 & Ecosystem Partners

Videos

- Motion Graphic: In-Cabin - Driver Monitoring, child detection
- LED Lighting RGB EVB – for ambient and effects lighting
- LiDAR Demo Videos (filmed at Photonics West)
- Motion Graphic: Sensor Modalities for Sensor Fusion
- PSG Webcasts / Webinars

Emails/Newsletter

- April Automotive Segment Newsletter
- VE-Trac Email
- LED Lighting Email

Tradeshows/Graphics

- IS Auto Europe
- AutoSens Brussels Booth Graphic
- AutoSens Detroit Booth Graphic

