



# OV2775 ARDS product brief



## **OmniVision's New Automotive Reference Design System (ARDS) for Optimized Automotive Imaging System Development**

*With OmniVision's Reference Design System, Automotive Customers Can Create User-Friendly Demo Kits for Faster Time-to-Market*

**O**mnivision's automotive reference design system (ARDS) provides automotive imaging-system and software developers a plug-and-play platform to easily design next-generation advanced driver assistance systems (ADAS). The modular approach of Omnivision's ARDS allows developers to quickly mix and match image sensors, image signal processors (ISPs) and long-distance serializer modules, enabling streamlined system development and accelerated time-to-market.

With its compact form factor, Omnivision's ARDS is ideally suited for a wide range of ADAS applications, including rear video mirrors, camera monitor systems (CMS) and dash cameras. Omnivision's ARDS demo kit features the high-performance OV2775 image sensor, the optional OV495 image signal processor and a serializer camera module.

The OV2775 is built on 2.8-micron OmniBSI-2™ Deep Well™ pixel technology, which offers a 16-bit linear output from a single exposure with best-in-class low-light sensitivity. The sensor is capable of recording 1920 x 1080 resolution videos with a dynamic range exceeding 120 dB. Omnivision's ARDS is available in two configurations, with or without the OV495 ISP.

**For more technical details on the OV2775 and OV495 please visit [www.ovt.com](http://www.ovt.com).**



**OV2775**



**OV495**

# OV2775 ARDS



## Ordering Information

- **OV02775-EXAE-BA0B**  
2.5MP HDR RAW automotive CMOS evaluation kit, TI953+OV2775
- **OV02775-EXAE-BC0B**  
2.5MP HDR RAW automotive CMOS evaluation kit, TI953+OV495+OV2775
- **OV02775-EXAE-AA0A**  
2.5MP HDR RAW automotive CMOS evaluation kit, OV2775 ARDS w/o serializer

## Features

- ready to use camera solution
- modular interchangeable building blocks
- compact form factor

## Benefits

- faster development cycles
- lower development costs
- fewer technical resources required
- no redundant work