FOR IMMEDIATE RELEASE: AutonomouStuff partners with University of Iowa to accelerate automated driving technologies

February 27, 2018

Morton, Ill. — AutonomouStuff and the University of Iowa have initiated a collaborative partnership to apply high definition mapping toward the advancement of the autonomous driving industry.

"This initiative brings together the engineering expertise of AutonomouStuff and research experience of the University of Iowa," said Daniel McGehee, director of the university's National Advanced Driving Simulator (NADS). "This natural partnership will enable both parties to work together to test and improve automated vehicles technologies with the aim of improving safety and broadening mobility for everyone in Iowa."

AutonomouStuff provided the team at NADS with an integrated Automated Research Development Vehicle, complete with HERE map integration on top of AutonomouStuff-created shuttle software, to advance their automated driving program and automated vehicle proving ground.

"We're working closely with the University of Iowa and HERE Technologies to build on top of our existing software stack to leverage the HERE map live database and to drive the requirements for the live data feed," said AutonomouStuff Director of Engineering Joe Buckner. "We are in a unique position, working together to understand some of the requirements for the live map data feeds."

The collaboration helps to solidify AutonomouStuff's mission to enable the future of autonomy through education and leadership.

"At AutonomouStuff, we have built a global ecosystem of technology partners and over 2,000 customers who are all in need of technologies and highly sought after talent," said Bobby Hambrick, Founder & CEO of AutonomouStuff. "Working with the University of Iowa, we are providing tools to completely revolutionize the future of the industry to the minds who will pave the way in the near future. We are proud of our university relationships and will continue to do our part in preparing for the future of transportation."

About the National Advanced Driving Simulator (NADS)
The NADS is a self-sustained transportation safety research center in the University of Iowa's College of Engineering. Funded by government and industry, the NADS utilizes its suite of world-class driving simulators and instrumented on-road vehicles to conduct research studies for the private and public sectors. NADS is staffed by more than 40 faculty, staff and students who specialize in studying the connection between drivers and vehicles. Their goal is to reduce the severity and eliminate car crashes. Visit https://www.nads-sc.uiowa.edu to learn more.

About AutonomouStuff
AutonomouStuff is proud to provide the industry's most advanced organizations with the best products, software and engineering services to enable robotics and autonomy. The top priority for the team at AutonomouStuff is customer success. Customers value the convenience of finding the most cutting-edge modular-based automation software solutions, engineering services, perception, computing, GPS and interface components in one location. For more information, visit www.AutonomouStuff.com.

Media Contact: Holly Tatum
Tel.: 309.291.0966 x 111
Email: htatum@autonomoustuff.com
Website: www.autonomoustuff.com