

Microchip partners with Sunny Smartlead for ASA-ML-based ADAS camera modules

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The collaboration combines Microchip's ASA-ML serializer technology with Sunny Smartlead's expertise in camera modules

Microchip Technology and Sunny Smartlead, a subsidiary of Sunny Optical Technology Group, have announced a strategic collaboration to expand the Automotive SerDes Alliance Motion Link (ASA-ML) ecosystem. As part of the partnership, Sunny Smartlead will introduce new advanced driver assistance system camera modules based on Microchip's VS700 family of ASA-ML devices, aimed at simplifying and accelerating camera development for the automotive industry.



Source: Getty image/Just_Super

The collaboration combines Microchip's ASA-ML serializer (VS775S) technology with Sunny Smartlead's expertise in camera modules, enabling original equipment manufacturers and tier 1 suppliers to build secure, high-speed and standardized ADAS camera solutions for software-defined vehicles (SDVs). ASA-ML offers an interoperable alternative to proprietary serializer/deserializer approaches and single-vendor ecosystems, supporting greater flexibility and scalability.

A key strength of ASA-ML lies in its integrated security and timing features. The embedded ASAsec secure element enables link-layer authentication and encryption, protecting in-vehicle data while reducing system complexity and easing the processing burden on the host system. In parallel, Precision Time Base (PTB) ensures highly accurate and deterministic time synchronization across sensors, supporting advanced sensor fusion and reliable alignment in ADAS applications.

The partnership highlights the growing maturity of the ASA-ML ecosystem, giving automakers increased confidence in a standardized, multivendor approach. Sunny Smartlead's move to adopt Microchip's ASA-ML solution underscores the industry's readiness to scale interoperable camera architectures.

According to Kevin So, vice president of Microchip's Communications business unit, the collaboration supports the development of a production-ready, multivendor camera ecosystem, making ASA-ML a viable platform-level choice for automakers globally. Ryan Zhou, marketing director at Sunny Smartlead, added that Microchip's leadership in ASA-ML technology made it a strategic partner for advancing next-generation ADAS solutions, particularly in mainland China.

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