



Case Study

VSI Labs & OxTS

VSI Labs is a leading technology researcher for companies that develop systems or components used in ADAS and automated driving applications. In August of 2018, [Oxford Technical Solutions Ltd.](#) (OxTS) became a sponsor of VSI's research vehicle. OxTS sought to have their RT3003 positioning device integrated into VSI's Ford Fusion research vehicle to test various driving applications. They also sought to grow the reach of their brand through VSI's sponsorship marketing.

Initial Partnership

Upon partnering, OxTS sent VSI their device for installation and integration. The RT3003 is an inertial navigation system for measuring motion, position and orientation. They use Inertial Navigation System (INS) technology with survey-grade GPS receivers supporting RTK correction services. The resulting system enables real-time 1-centimeter precision localization.

VSI tested the OxTS device in several highway AV applications, most notably **HD map-based lanekeeping**. This application allows the vehicle to maintain its position in the lane without the help of any vision systems by using the INS device with RTK corrections in conjunction with HD map data.

Alongside the research and testing, OxTS' brand was integrated into VSI's marketing and their logo was applied to the Fusion. The vehicle was taken to 7 key industry events with over **178,000 attendees**, and the OxTS device was featured in over **500 demos**.

The Automated Drive West

In August of 2019, VSI took its research vehicle on a cross-country road trip with the help of OxTS, HERE and Informa, to test the benefit of using precision lanes models and enhanced GPS technology from OxTS to improve the performance and safety of highway autonomous driving applications. The 2,000+ mile drive was a massive success that garnered a great deal of attention and press, driving **thousands of impressions and website visits**.



Looking Ahead

OxTS will continue to sponsor VSI's research vehicle in 2020. Though the majority of engineering work has been completed, OxTS is leveraging their sponsorship in other ways, like partnering with VSI on [webinars](#), private vehicle demos, and other promotional initiatives.

VSI will continue to promote OxTS and their INS device at AV conferences worldwide, featuring it as an enabler of AV and ADAS driving applications.

Why Work with VSI?

- Leverage VSI's applied research expertise
- Get your component integrated into a fully functioning semi-autonomous vehicle
- Grow your brand's reach through VSI's marketing & events
- Demonstrate your technology to industry leaders & other stakeholders

Ready to Get Started? Contact Us:

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