



A Smarter Vision®

## **Gentex and Cadillac to Debut Vision-Related Technology on the All-New CT6 Sedan and XT5 Crossover at CES 2016**

December 30, 2015

ZEELAND, MI--(Marketwired - Dec 30, 2015) - At CES® 2016, Gentex Corporation (NASDAQ: GNTX) will demonstrate several automotive vision-enhancing technologies, including its all-new Full Display Mirror™ (FDM™), on the 2016 Cadillac CT6 luxury sedan and the 2017 Cadillac XT5 crossover. The vehicles, along with other Gentex product demonstrations, will be on display at Gentex's CES® 2016 booth (#14823).

CES (the Consumer Electronics Show) is the world's gathering place for all who thrive on the business of consumer technology. Owned and produced by the Consumer Technology Association™, it has served as the proving ground for innovators and breakthrough technologies for almost 50 years. This year's show runs January 6-9 in Las Vegas, Nevada.

"The two Cadillac vehicles in our CES booth will be equipped with several of Gentex's proprietary technologies, including glare-eliminating automatic-dimming exterior mirrors with side blind zone alerts on the XT5, and our HomeLink® car-to-home automation system located on both vehicles," said Gentex Vice President of Engineering, Neil Boehm. "But, much of the excitement leading up to the launch of these two vehicles is because they are the first production vehicles to publicly display our new Full Display Mirror, which is an on-demand, mirror-borne LCD display that streams live, panoramic video of the vehicle's rearward view in order to dramatically improve driver rear vision," concluded Boehm.

Gentex will also display at CES its custom-designed camera systems engineered specifically for automotive forward facing machine vision applications and rear vision applications. The Company's automotive video camera consists of a proprietary CMOS imager that delivers unprecedented dynamic range with pixel-level intelligence. Each individual camera pixel is able to determine its own exposure and self-adjust so that the brightest and darkest areas of any given scene are clear and visible.

New implementations of Gentex's HomeLink car-to-home automation system, frameless mirror designs, new motorcycle vision technologies, and dimmable aircraft windows for the aerospace industry are some of the other technology offerings also on display in Gentex's booth at CES.

To learn more about the Gentex Full Display Mirror, go to [www.gentex.com/fdm](http://www.gentex.com/fdm). To learn more about Gentex's presence at CES, visit [http://ces16.mapyourshow.com/7\\_0/exhibitor/exhibitor-details.cfm?ExhID=T0002329](http://ces16.mapyourshow.com/7_0/exhibitor/exhibitor-details.cfm?ExhID=T0002329).

Founded in 1974, Gentex Corporation (NASDAQ: GNTX) is a supplier of automatic-dimming rearview mirrors and electronics to the automotive industry, dimmable aircraft windows for aviation markets, and fire protection products to the fire protection market. Visit the company website at [www.gentex.com](http://www.gentex.com).

### **Contact Information:**

Contact Information:  
Gentex Media Contact  
Craig Piersma  
(616)772-1590 x4316