

Ascencione® driving automotive innovation with new tech, safety, convenience, and cost savings for OEMs.

Voice-activated car commands introduced twenty years before ‘Siri’ and ‘Alexa’ became mainstream, is one example.

Reed City, MI: Ascencione®, a Korean war veteran-owned business, has emerged as a leader in automotive technology, consistently pushing boundaries and introducing groundbreaking products. With a rich history spanning nearly six decades, Ascencione® has been at the forefront of innovation, developing advanced commercial solutions far ahead of its time.

One of Ascencione®’s accomplishments was the development of voice-activated technology for automobiles. In the 1980s, **twenty years before Siri and Alexa**, Ascencione introduced “Close Two Thousand™” (*read the whole newspaper article on our website – 1985*), an early attempt at creating a hands-free safe driving experience through voice commands. The voice command project laid the foundation for future advancements in automotive technology.

Ascencione® continues to stay ahead of the curve, constantly pushing the boundaries of what is possible in the automotive industry. They were the first to introduce touchscreen technology in automobiles. With over 60 years of experience, Ascencione® has consistently demonstrated a commitment to innovation.

Their latest products showcase their dedication to enhancing driver safety and convenience. The “ClearFast®” device revolutionizes windshield cleaning by delivering heated washer fluid, effectively de-icing/snow and cleaning the windshield rapidly. This improves visibility and enhances driver safety in adverse weather conditions.

Another groundbreaking product from Ascencione® is “kidSafe®,” which utilizes capacitive sensing to verify the presence of a child in the rear seat. kidSafe® triggers warnings or alerts the driver when the vehicle is turned off, ensuring the safety of children.

Ascencione®’s commitment to safety extends to their “Safe Close™” anti-trap/pinch power window closures. These intelligent systems utilize non-contact capacitive sensing to detect obstructions and prevent injuries.

Additionally, Ascencione®’s “Smart Touch®” technology creates touch-sensitive, cockpit surfaces with intuitive controls for various functions, enhancing interior design and user experience.

The company also introduces gesture recognition products for keyless entry systems, allowing users to unlock car doors with simple gestures. Ascencione® use obstacle detection (using radar) to ensure that the opening door injures no person or animal. Also, its proximity detects objects, such as other vehicles, curbs, shopping carts, etc., that could cause damage to the car or truck.

Ascencione®’s history is filled with groundbreaking innovations that have revolutionized the automotive industry. From interactive touchscreens to talking cars, anti-trap window systems, and advanced sensing technologies, the company has consistently stayed ahead. With an unwavering commitment to innovation, Ascencione® continues to lead the way in shaping the future of automotive technology.

Ascencione® is a automotive electronics company with a mission to create next-generation advanced sensing, Sense, Compute, & Control Systems that offer a higher level of safety and convenience. For more information, visit ascencione.com/prj23/ at mmccatty@ascencione.com.

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¹<https://rb.gy/40eb8>

For the whole article (*at different lengths*) and pictures:

<https://ascencione.com/prj23/>

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