

# CETECOM launches the first-ever Automotive Experience Lab



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*Automotive application testing available in a simulated environment coming soon to the San Francisco Bay area*

We proudly announce the first-of-its-kind [Automotive Experience Lab](#) (AEL). This innovative testing center, which opens on November 1, 2022 in Silicon Valley, is designed as a proof-of-concept lab for automotive application testing in a simulated environment.

CETECOM, with more than 25 years experience in testing and certifying RF devices, leads the project, which will enable automotive engineers to validate component-level hardware designs during the HIL phase. With early access to cutting-edge test equipment, automotive application teams can significantly reduce design time, saving development costs and getting their product to market more quickly.

CETECOM USA Managing Director, Praveena Anand-Kumar says, *"Our established presence in Silicon Valley enables us to keep our finger on the pulse of the connected automotive industry. CETECOM's AEL will be providing an innovative environment for engineers to design and develop automotive components alongside our experts and testing partners, to get their products to market faster."*

Supporting CETECOM in the Automotive Experience Lab are two well-known names in the connectivity industry: [Anritsu](#), leaders in advanced wireless test and measure equipment and [dSPACE](#), a sought-after partner in the development of innovative vehicle technology. Adnan Khan, Director of Technology and Market Development at Anritsu adds, *"We are witnessing a revolution in the connected automotive space. Through proper testing in the AEL, the entire ecosystem can gain confidence in their products even before specifications are standardized."*

## **AEL Provides Testing Solutions for Emerging Technologies**

CETECOM's wireless specialists will be on-site, guiding customers on how to use the test equipment and providing consulting services. Currently, the AEL will house [Anritsu's advanced 5G test equipment](#) along with dSPACE's software simulation for telematics control unit (TCU) testing.

These sophisticated tools will enable engineers to conduct a variety of validation tests, saving time and money.

Peter Waeltermann, the President of dSPACE, explains that *“Combining dSPACE’s sensor simulation environment, [AURELION](#), with Anritsu’s Radio Communication Test Station enables CETECOM to provide back-to-back testing capabilities for dynamic test scenarios in closed loop. Customers benefit from higher levels of integration and coverage during 5G and EMC testing.”*

CETECOM plans to introduce a wide range of wireless automotive tests to help customers move quickly through the development phase and smooth out the certification process further down the road.

The Automotive Experience Lab is unique within the ecosystem of partners who develop technology for the automotive industry. Typically, due to the expense of wireless testing equipment, engineers are often years into component development before they can get design validation at the “HIL” phase. The AEL is designed to meet that critical need.

## **Free Trial Session**

To introduce the Automotive Experience Lab, CETECOM is offering one (1) free four-hour session in the lab, which includes a consultation with CETECOM experts and training on Anritsu’s testing equipment. This is a limited time offer, which runs from **November 1, 2022 – January 31, 2023**.

Interested customers involved with automotive application design can [sign up here](#).

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