

ZF Revolutionizes Driver Assistance Systems with AI

12/03/2026 Nominated for the 2026 AI Impact Award in the Product and Customer Experience category.

The AI Impact Award, presented by the German business newspaper manager magazin and Porsche Consulting, honors companies that successfully and effectively apply artificial intelligence in real-world practice. The award highlights solutions that create genuine economic and societal added value.

The global technology group ZF has been nominated for the 2026 AI Impact Award in the Product and Customer Experience category, which recognizes solutions that enhance customer experience while driving profit and revenue growth. In a brief interview, Dr. Jan Dupuis, Senior Measurement Engineer ADAS at ZF Group, explains the challenges the team faced, how the AI-driven approach was developed, and what results are already visible today.

Dr. Dupuis, what challenges do car manufacturers face when developing driver assistance systems – and how did this lead to the idea behind "ZF Annotate"?

Dr. Jan Dupuis: When developing modern driver assistance systems, automakers face the central challenge of generating a precise so-called “ground truth”. In other words: an absolutely accurate representation of the vehicle’s surroundings in real-world traffic. Cameras, radar, lidar, and ultrasonic sensors produce enormous volumes of environmental data. All traffic objects – such as vehicles, pedestrians, lane markings, or traffic signs – must be precisely labeled, localized, tracked, and classified. Until now, this so-called reference annotation was carried out manually, making it extremely time-consuming, costly, and prone to errors. At the same time, conventional reference sensor setups often fail to deliver the required level of reference quality, while the high volume of data makes scalable cloud architectures indispensable. To address these challenges, ZF developed the AI-driven, cloud-based solution “ZF Annotate”. By using an additional, independent sensor set, the technology generates highly precise reference data, creating a modern foundation for validating driver assistance systems.

Read the whole interview: ZF Revolutionizes Driver Assistance Systems with AI

MEDIA ENQUIRIES



Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 152 3911 8663
jan_boris.wintzenburg@porsche-consulting.com

Link Collection

Link to this article
https://newsroom.porsche.com/en/2026/company/porsche-consulting-interview-dr-jan-dupuis-zf-group-41889.html

Media Package
https://pmdb.porsche.de/newsroomzips/4bc6135e-8a89-465d-8eb1-c50feae60067.zip

External Links
https://www.porsche-consulting.com/