Dataspeed Inc. Introduces New Look

After celebrating ten years, Dataspeed Inc. is releasing an updated brand identity.

ROCHESTER HILLS, Mich. (PRWEB) January 04, 2019 -- Dataspeed Inc., a drive-by-wire technology solution provider, is proud to announce the launch of a new logo and website as part of the ongoing company evolution. The company celebrated ten years of business in 2018, and the revitalized branding reflects their core product experience and embodies where the company is headed.

“This new branding is an excellent way to kick off the new year for Dataspeed. It’s the first of many exciting company changes happening in 2019.” – Paul Fleck, Dataspeed Inc. Founder & CEO.

The updated look builds on the company’s commitment to providing innovative products and services to the automotive industry. The sleek, simple logo graphics and easy-to-navigate website represent the efficiency of Dataspeed Inc. products. The fluid, winding “S” road in the new logo symbolizes the company’s efforts in paving the way for automotive technology. The new logo will be incorporated into all future marketing collateral, digital outlets and event promotions.

The redesigned dataspeedinc.com showcases additional product, service, and industry content. This information will better support customers’ purchasing decisions and drive their organizations forward in research and development.

Look out for more Dataspeed Inc. updates in the coming months—such as a new, revamped office space—as the business continues to better serve customers in the autonomous vehicle industry with clean, modern, intuitive technology.

ABOUT DATASPEED INC.

Founded in 2008, Dataspeed has been transforming the automotive, mobility and industrial industries through the highly specialized development of drive-by-wire Autonomous Vehicles (AV). From highly-complex software engineering to dynamic mechanical systems, Dataspeed’s expert engineers understand the electronics, software and hardware applications needed to develop innovative solutions. Whether you are developing a single sensor, algorithms or an entire driverless vehicle system, the Dataspeed ADAS Kit saves valuable time. With over 450 AV test vehicles on the road today, equipped with our technology, Dataspeed is motivated to make technology safe, reliable and cost-effective.
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