

Quick, aggressive, and creative



Masami Konishi, Chairman

Fujitsu TEN's slogan this year is "Be quick, aggressive, and creative. Make every effort to produce the best." Our company's longstanding mission statement is "Contribute to the community by making the safest and most ergonomic products for people based on our electronics technology."

Fujitsu TEN's activities in the automobile industry are guided by this slogan and mission statement. Automobiles are part of our daily lives that the 20th Century is often referred to as the Century of the Car. Automobiles are all over the world. In fact, one person in every ten owns a car. The world economy would stop without automobiles transporting people and things. Fujitsu TEN has played its role as a pioneer in automobile audio systems. In 1955, the first car radio in Japan was made by Fujitsu TEN and installed in Toyota's domestic passenger car, the Crown. Since then, Fujitsu TEN has grown, focusing on the car audio business. Our growth has resulted from the efforts to fulfill our mission statement above.

Unfortunately, automobiles have a negative side. For instance, traffic accidents, road congestion, and air pollution create huge losses. These negative aspects of automobiles and the loss they cause have recently gained attention. In Japan alone, some researchers estimate that automobiles are responsible for a total loss that amounts to about \$100 billion a year.

In Japan, the US, and European countries, there is keen competition to develop ITS (Intelligent Transport Systems) to solve the negative aspects of automobiles and improve traffic conditions. These countries each have their own independent projects with different characteristics. However, the development of international standards of ITS is inevitable, considering the amount of traffic and trade that occurs across world borders. If any newly developed system by a country or company is selected as an international standard system, the country or company could have a monopoly on a 1 trillion-dollar or more business. Thus, competition in this field to become the

leader is fierce. At present, European countries are in the lead. Many Japanese are concerned about the nation's lag in ITS technological advancement.

Key technologies that support ITS include the use of light and radio waves as media for vision, communication, and presentation. More specifically, radar, image recognition, road-vehicle communication, vehicle-vehicle communication, car navigation, car multimedia, voice recognition, voice synthesis, and other technologies are being developed. All these makeup Fujitsu TEN's core ITS technology.

The ITS technology development field is dynamic. Advancements are being made at surprisingly fast speed. To survive in this age of borderless worldwide competition, Fujitsu TEN must make continued efforts to innovate and not rely on current technology and its extensions. For this purpose, accurately understanding users' needs, always considering the best, seeking new ideas, and implementing plans to test new ideas is necessary. Our mission is to help build comforts and wealth for the global community of the 21st Century. This global community will have better worldwide distribution of wealth and all nations will be able to benefit from our products.

Keeping our slogan and mission statement in mind, let us make concerted efforts to accomplish duties assigned to all of us.

Masami Konishi

Masami Konishi,
Chairman
Fujitsu Ten Limited