

Foreword

Quickly Responding to Changes



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"Quickly responding to change" was one of the codes of conduct that Fujitsu TEN adopted a few years ago. The slogan that we have decided on for fiscal 1999 is "Speed, change, and innovation: forming a foundation for the 21st century." I believe this slogan best reflects the current state of affairs surrounding technological development.

Since Crown adopted our car radio, the first of its kind in Japan, as a genuine Fujitsu TEN part in the 1950s, Fujitsu TEN has prospered as a company specializing in car electronics centered on three major areas: AV devices including car audio and navigation devices; control devices including engine control and air bag ECUs; and automobile-related communication systems including taxi radio communication and vehicle dispatch and tracking systems.

Automobiles have become such an integral part of our lives that the 20th century has come to be referred to as the century of the automobile. Conversely, automobiles have also had a negative impact on the environment and safety. These issues will need to be addressed in the 21st century.

Moreover, the advances achieved with communication technologies and the rapid spread of the personal computer have given people throughout the world access to information on the Internet on a real-time basis.

Throughout the world, efforts to apply these kinds of information-communication technologies to road traffic, for the purpose of making roads safer and using them more effectively (Intelligent Transport Systems, or ITS) are gaining momentum.

As part of its efforts to participate in this ongoing trend, Fujitsu TEN has been engaged in a number of related activities. The "Fujitsu TEN Technical Report" has consistently reported on some of Fujitsu TEN's achievements. For example, in terms of systems, this technical report has reported on advanced navigation systems, GPS-based vehicle dispatch and tracking

systems, vehicle-mounted LAN gateway ECUs, and air bag systems. In terms of key technologies, it has reported on the millimeter-wave radar, image processing, voice recognition and synthesis, display technologies, and CD and MD deck mechanisms.

Fujitsu TEN's technological development efforts are currently focused on ITS for the 21st century.

However, we still have a number of hurdles to clear before we can convert these technologies into practical ITS products that can contribute to the preservation of the environment and the realization of enhanced safety. These hurdles include such hardware-related issues as product prices, utilization fees, and quality; and such software-related issues as infrastructures and contents, and the unification of standards that reflects business and economic activity that is increasingly borderless.

Amid the mega-competition we face on the international level, these technologies will likely grow and change at a breakneck pace. In addition to having to accommodate such change, we are using information communication technologies that tend to evolve in such short time periods that their life spans are referred to as "dog years." Accordingly, an ITS-related product, be it hardware or software, must be developed as quickly as possible to enable us to "respond promptly to change." If the hurdles that we must overcome are abundant and prone to change as well, the most logical solution will be to respond promptly to change whenever any it takes place.

With rapid technological development being the rule rather than the exception on the eve of the 21st century, companies need to keep pace with turbulent waves of innovation. This phenomenon is not unrelated to our capabilities in using information on a real-time basis. The acquisition of information on a real-time basis allows us to respond more quickly to change. It seems to me that this capability further accelerates change, resulting in the further intensification of competition at the global level.

In times like this, we at Fujitsu TEN are determined to respond quickly to change, and participate in laying the foundations for the 21st century, focusing our activities on such keywords as speed, challenge, and innovation.



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