

# INTRODUCTION OF PRODUCTS

## *Introduction of 2012 Summer Models of AVN for Japanese Market*

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### Introduction

FUJITSU TEN has offered new ECLIPSE models differentiated from competitors' to the increasingly-competitive Japanese market, aiming to increase sales and gain market share. The new ECLIPSE models are six 2012 summer models, including the AVN having an industry-largest class "9.0 wide screen" and the AVN including market-first "クルマでDS" that provides enjoyable communication opportunities with all of family members. This paper explains the outlines of the respective models centering on functional features.

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### Background

In the Japanese market, while the sales volume of products has remained unchanged, the sales price has been falling due to commoditization of the navigation systems. In response, companies have introduced various models having differentiated points, such as a model with the "large screen" matched with vehicles and a model that looks as nice as genuine products after installation. Accordingly, the market needs for those models are growing. FUJITSU TEN has been engaged in differentiating ECLIPSE models from competitors' in terms of comfort in a vehicle cabin and convenience of car navigation systems, based on the concept of "more fun and active during driving" as an in-vehicle apparatus manufacturer. Our independent survey focused on the families with elementary-school kids has revealed that 90% or more of the parents ask for "irritation-free driving environment even under heavy traffic jam" and "driving environment without boring hours," and 70% of the kids feel "long-distance driving is boring," and 80% or more of the kids feel "there is nothing to do under heavy traffic jam." Based on the background mentioned above, we have developed and commercialized the function that provides fun time inside a vehicle cabin for both of the parents and kids, and that keeps them from getting bored during driving.

LITE series have been evolving, especially in the "easy operation" and the "easy-to-use user interface" well-received by customers since their launch in October 2008. This time we have developed products based on the concept for "high-quality screen" and "improvement of navigation function." In the next section, 2012 ECLIPSE models are introduced.

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### 2012 ECLIPSE Summer Models

We have offered 6 models in total, including two models as "Z series," two models as "V series," and two models as "LITE series." The details of the series are as follows.

#### (1) Z series

■AVN-ZX02i: 9.0 wide VGA display, Built-in full-segment receiver with 4 tuners/4 antennas, DVD video available, Equipped with Bluetooth® radio technology, "クルマでDS" included

\*The dedicated installation kit by vehicle model is required separately.

■AVN-Z02i: 7.0 wide VGA display, Built-in full-segment receiver with 4 tuners/4 antennas, DVD video available, Equipped with Bluetooth® radio technology, "クルマでDS" included

#### (2) V series

■AVN-V02BT: 7.0 wide VGA display, Built-in full-segment receiver with 4 tuners/4 antennas, DVD video available, Equipped with Bluetooth® radio technology

■AVN-V02: 7.0 wide VGA display, Built-in full-segment receiver with 4 tuners/4 antennas, DVD video available

#### (3) LITE series

■AVN112MBC: 7.0 wide VGA display, Built-in one-segment receiver, Back eye camera set

■AVN112M: 7.0 wide VGA display, Built-in one-segment receiver

FUJITSU TEN has released 2012 ECLIPSE summer models in wide price range from entry models to high-end models to satisfy customer needs.

In the next section, the functional features of 2012 ECLIPSE summer models are explained.

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### Functional Features of 2012 summer models

#### (1) Z-series functional feature

##### ■9.0 wide VGA display

The 9.0 wide VGA display adopted this time is approx. 1.8 times larger than the 7.0 VGA display. In terms of the navigation function, this display shows larger area of a map on the screen, as well as larger operation buttons and information in larger characters. It becomes easier for a driver to check map information during driv-

ing, which greatly enhances safety driving. In terms of the AV function, this display provides videos of digital terrestrial broadcasting, DVDs and others on the larger screen, which enhances comfortable driving environments.

#### ■"クルマでDS"

The car navigation unit is connected to Nintendo DS® by Bluetooth® radio technology. While Nintendo DS transmits voice data of quizzes, answers, etc. to the car navigation, the car navigation system transmits vehicle position information and brief map data to the connected Nintendo DS. The vehicle position mark displayed on the screen of Nintendo DS moves in accordance with the vehicle running, and kids can find out quizzes easily. This tool is capable of providing communication opportunities full of conversation to families.

#### ■New map scrolling system

This time we have adopted the new map scrolling system in which a user moves his/her finger on the screen for scrolling, in addition to the conventional one-touch map scrolling system. Users of all ages can scroll maps by the both systems; the users familiar with operating currently-widespread Smartphone can use the new map scrolling system with familiar operational feeling, and the others can use the conventional scrolling system.

#### ■Driview (New service of iPhone-link application)

Driview newly installed in AVN-F01i is provided as a new service of "iPhone-link application." This application superimposes route information such as "remaining distance and directions of right/left turns to the next navigation point" and "destination direction" on the live-action images taken by the camera installed in iPhone. Since Driview can display a map and an application screen at the same time during connection to the navigation system, Driview provides more user friendly guidance to the destination. During use of iPhone alone, which is capable of taking moving images and still images, the images of favorite scenery found while driving can be retained for memories. This application service is both practical and entertaining.

## (2) LITE-series functional feature

### ■7.0 wide VGA display

The VGA display provides higher definition images than a conventional QVGA display. Roads, characters, facility icons, etc. are shown in smoother outlines, and green areas and waters such as a river are shown in more vivid colors. The display shows the maps being entirely more sophisticated, as well as being more easy-to-look.

### ■Narrow street route guidance

In the conventional models, narrow streets (less than 5.5 meters) are not targeted for route guidance. Therefore, when the destination located in an off-street area is set, in many cases the voice guidance finishes too early for the destination, which is the problem pointed out by many customers as requiring improvement. The new models that cover narrow streets for route guidance are capable of providing the voice guidance until the vehicle comes very close to the destination. These models can navigate a driver very close to the destination even located in the off-street area, and provide greatly convenient navigation as primarily designed.

\*Nintendo DS and DS are trademarks or registered trademarks of Nintendo Co., Ltd.

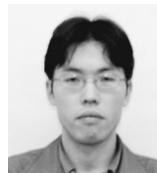
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