

Response to Changes in Market Environment



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The backbone of the mid-term vision of FUJITSU TEN is a shift to the vehicle-ICT, and its keyword is satisfaction of the needs related to "link" and "system." The keyword has an important implication that we need to respond quickly to changes in the market environment and to offer products and service timely that meet the needs of users of the day.

On the other hand, information and service have been diversified along with the development of the times, and the ways of providing them have been changed dramatically. One typical example is the spread of the Internet.

The Internet began to be generalized for the commercial purpose in the United States in the late 1980s, and it spread among the general public rapidly in 1995 when Windows95 was launched. We saw the full-scale expansion of the Internet use in 2000 and we are now using it at lower prices thanks to the broadband connection. Meanwhile, functions compatible with the Internet have been incorporated into merchandise, such as game consoles, cellular phones and home electronics, in addition to PCs. At the same time, the expansion has been encouraged by the massive increase in on-line service and contents on the Internet. Due to the substantial enhancement of the communication speed in the past some years, we now have an environment where we can use the Internet seamlessly even in car.

Therefore, our important mission is to provide service and information that drivers enjoy and/or use every day effectively on/through PCs and mobile devices, without distracting them from driving based on an understanding of their driving status (driver support system, or DSS).

As a vehicle-mounted device manufacturer, FUJITSU TEN possesses the technologies related to "multimedia devices," "information communications," "sensing devices" and "vehicle control." Therefore, we have competitive advantages as compared to our competitors. Moreover, we can take more advantage through effective use of technologies of the FUJITSU Group. In the future, it

will be critical to offer user-friendly products and service in good combination of information and contents gained inside and outside the vehicle, using these technologies in hand, and to make users happy to use them.

In the past, products, typically audios and AVNs, etc., were developed in a so-called stand-alone style where companies added new functions and others to their possessing technologies to satisfy the needs of the times.

However, as mentioned above, a variety of real-time information and customizable information are required even in car. This may represent a shift of the needs from static information to dynamic information that vehicle-mounted devices have to handle.

When taking a look at this shift from a viewpoint of music, a focal point of the development of vehicle-mounted devices has been shifted from a function of recording and playing purchased CDs in car to a streaming function of music updated daily on the Internet. It means that we need to shift the focus of our engineering development from decks to compatibility with a decoding technology for compressed music data.

To recap, I believe that keys to survive the future competition are the abilities: to develop a system by optimal use of various and diversified service and information of individual content providers; and to select core technologies for our future business. To that end, we need to link those information and service with devices such as vehicle-mounted sensors, using infrastructures including communications and technologies for customization and others, to satisfy different user needs.

For the development of the core technologies, conventional technologies for signal reception, audios, sensors, vehicle control, and ECU are obviously important. Further, it will become important more than ever before to immediately catch changes in the infrastructures and vehicles that are main elements of our business environment. In addition, it will be essential to select technologies to develop as our future core business from many hardware and software technologies existing in the world, to decide areas to work with other companies and to procure optimal parts/materials.

I believe that the ability of a company is to respond to rapid and slow changes in the environment in a timely manner based on insight into those changes, keeping both needs and seeds of the times in mind.

Takao Yamaguchi