

Social Development and Undertakings

Senior Technical Executive
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If you check FUJITSU TEN's homepage, then you probably know about this. If you haven't seen it, please take a look. Click on the section that says, "The four pillars for quality products at FUJITSU TEN." It gives a concise summary of our thoughts on this project and our direction in the future.

The first slide describes our product history, moving from car radios, then car audio systems, car navigation systems, then extending and expanding to a full range of car accessories. The next slide describes how, "In developing products, we want to link people and cars through all five senses, making cars easier to use, smarter, and more fun," and the next page describes the four pillars. We declare our desire to give cars "ease-of-use," "more excitement," "smarter," and "connecting for more enjoyment and convenience."

This illustrates our determination to develop our company's business focused on cars and to contribute to the world.

It is said there are several elements needed for a company to develop. These include intrepidly undertaking challenges and striving for projects sticking to certain pillars.

What happens if you fail to undertake challenges? Your products may become obsolete and you may go out of business. The project line itself might even disappear. Nowadays, in the era of openness, a completely unexpected competitor might appear, easily selling a less expensive product. This means it is necessary to be innovative and work to create new business.

The other element, which is sticking to certain pillars, though, is not about getting attached. We believe it means having a firm belief and stance towards this product and striving with a will to provide value to our customers and make the business succeed.

This means that sticking to these pillars and undertaking challenges for new ideas and things to continue and develop our project is important for the car business.

"Though the road is short, if you do not step along, you will never get to the end." ~ Xunzi (An ancient military commander and thinker)

"Life is made up of the three wisdoms of seeing, hearing, and trying, but most people only see and listen, almost never doing the most important one of trying." Soichiro Honda (The founder of the Honda Motor)

It's a bit rough, but as people say: nothing ventured, nothing gained.

Cars are now facing a new era of advanced drive support or self-driving cars.

As part of achieving that goal, FUJITSU TEN is now undertaking that challenge to use Vehicle-ICT for smarter cars, and linking with **Future Link™**.

By using ICT as a tool to process information from inside the car, information from outside the car, and information from around the car, both separately and cohesively, we can make it so that when the car is in danger, it stops or avoids the danger, and even predicts and prevents danger. Also, by preemptively grasping sections of the car that have deteriorated, trouble can be prevented. Lastly, understanding the driver's status to avoid a dangerous situation is necessary for the new era of cars.

We are working together to advance our efforts towards achieving cars with "ease-of-use," "more excitement," "smarter," and "connecting for more enjoyment and convenience."

FUJITSU TEN LIMITED homepage: <http://www.fujitsu-ten.co.jp/>

A handwritten signature in black ink that reads "Toru Okawa". The signature is written in a cursive, flowing style.