

Jan. 1st, 2014

2014 New Year's Reflection

The New Year has just arrived. I wish you a Happy New Year.

On the occasion of the start of the New Year, I would like to express my review of the last year and the approach to be taken this year.

◆ Research and development accelerated for next-generation products in car electronics market

In 2013, despite the slowdown of the car sales in some developing countries that have played major roles for market growth, car sales generally remained strong, mainly in North American market.

In car electronics market, accelerated research and development for next-generation products have brought a “linking” product that provides a navigation function connected to a data center via a smart-phone, plural technologies relevant to automatic car driving, and others.



Takashi Shigematsu
President & Representative Director

◆ Release of center-connected/voice interactive search navigation system, Full-scale business in ASEAN and developing countries

In this circumstance, we, FUJITSU TEN Group, have established foundations for business in the fields that are anticipated to grow in the future.

As a new product of the “ECLIPSE” car navigation system series playing an important role of Vehicle-ICT business, we released a navigation system with “data-center connection via a smart-phone and a voice interactive search function.” It provides more “comfortable and convenient” functions such as by first using “Wi-Fi®” connection between a navigation system and a smart-phone. In addition, we have launched the development of sensing technology to detect obstacles by use of millimeter-wave radars and cameras, together with an overseas manufacturer. These activities will take the initiative in the research and development for the next-generation products.

In ASEAN business, we established ASEAN business control center in FUJITSU TEN THAILAND in April 2013. In the spring of 2014, FUJITSU TEN MANUFACTURING INDONESIA will begin full-scale manufacturing. Moreover, in BRICs business, FUJITSU TEN MINDA INDIA started mass production for developing countries in September 2013. We have been organizing these systems for providing products fit for respective local needs.

◆ **Promotion of advanced driver assistance system (ADAS) business as system supplier**

In the slogan “Try Evolution for the Next” set on the occasion of the 40th anniversary in October 2012, 2014 is the year to ensure the evolution. In line with this slogan, we will tackle the challenge of new technology keeping in mind “business evolution for being recognized as a system supplier.”

For example in ADAS business, we will develop a driver support system (DSS) that provides support by use of cutting-edge sensing technology while even considering driver’s characteristics in various cases including parking, even in case of collision accident.

We, FUJITSU TEN Group, will continue to promote “Vehicle-ICT business” in three fields of “comfort and convenience,” “safety and security” and “environment,” so as to contribute to creation of free and comfortable mobility society where people and vehicles, and community and vehicles are connected.

(※)Wi-Fi is a trademark or a registered trademark of Wi-Fi Alliance.

About FUJITSU TEN

FUJITSU TEN LIMITED, established in 1972 with investment from FUJITSU LIMITED and with additional investment from Toyota Motor Corporation and DENSO Corporation in 1973, is a leading manufacturer of automotive electronic equipment. It is a globally-recognized manufacturer of car navigation and audio systems, ECU for engine and airbag control, and mobile communication equipment, and is involved in the development of systems that use sensor technologies such as cameras and millimeter wave radar to detect obstacles near automobiles. FUJITSU TEN is expanding its business globally by fulfilling orders for genuine products for TOYOTA and other automobile manufactures both domestically and overseas. Consolidated sales totaled 246.4 billion yen for the fiscal year ending March 31, 2013.

For more information about the Group and its businesses, please visit website at <http://www.fujitsu-ten.com/>

FUJITSU TEN channel <http://www.youtube.com/FUJITSUTENLIMITED>

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