

How to market in the Integrated Telematics Cloud Services

June, 2012

FUJITSU TEN LIMITED
Yoshi Shiraishi

Profile of FUJITSU TEN

Profile of FUJITSU TEN

Business Domain

Automotive Electronics

Engine ECU
Air Bag ECU
Speed Control System
Alarm System etc



Multi Angle
Vision
Milli
Wave
Rader

Information Technology

NAvigation
Rear View Camera
VICS
TAXI Allocation System
Drive Recorder
Automotive
Walkie-Talkie
【Paradigm Shift】



Entertainmant

Premium Sound System
Rear Sear Enter Tainment
C D/S D music
Digital TV/D V D
Home HiFi Speaker



Vehicle evolution with ICT
Highly sophisticated HMI

Seamless between society and vehicle

(Public Sector/Global Consortium/Regional ITS relationships)



【Future Business Domain】

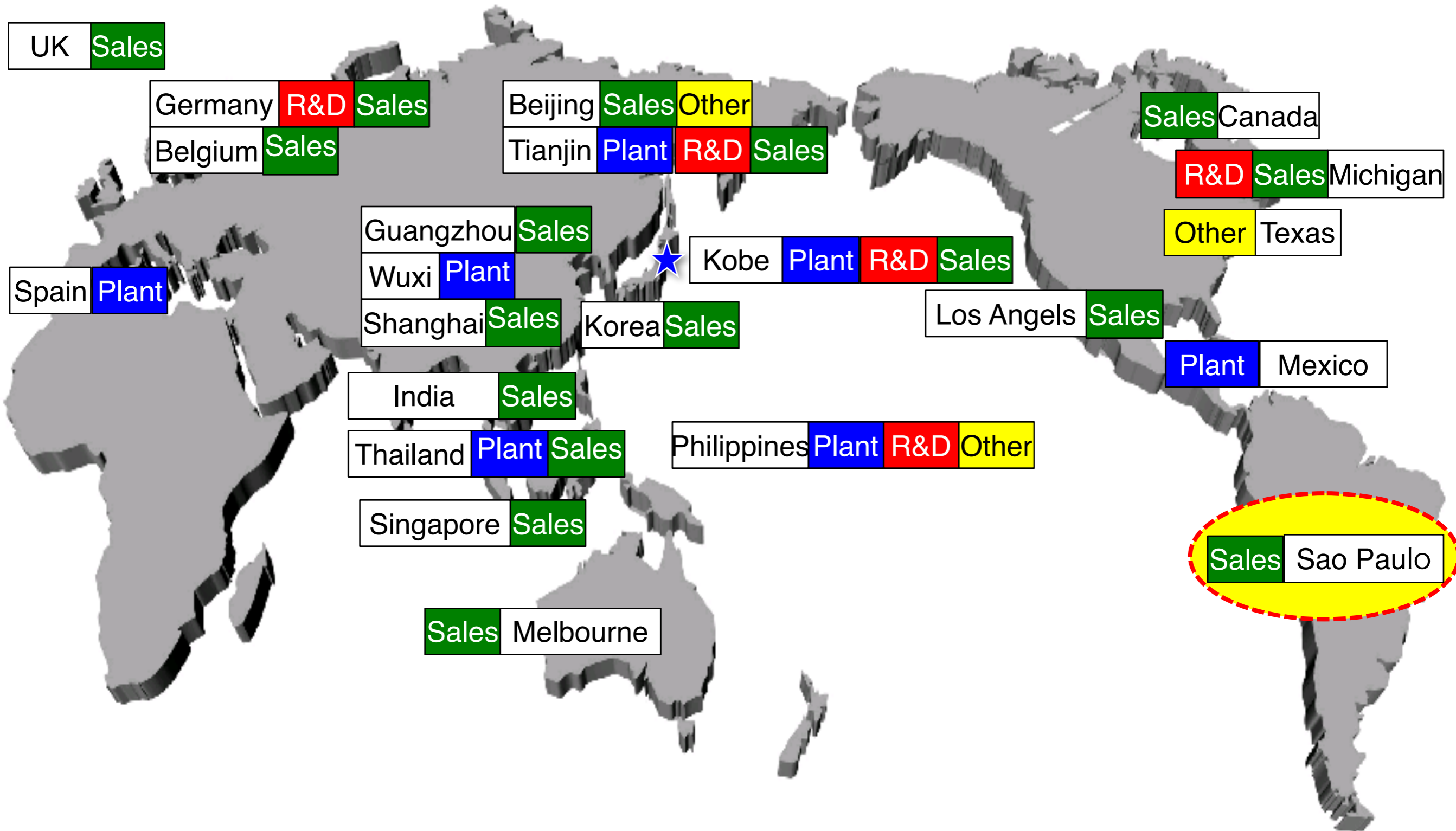
『Security & Safety』

『Comfortable moving space』

『Contribute to environment』

Profile of FUJITSU TEN

Global Operation



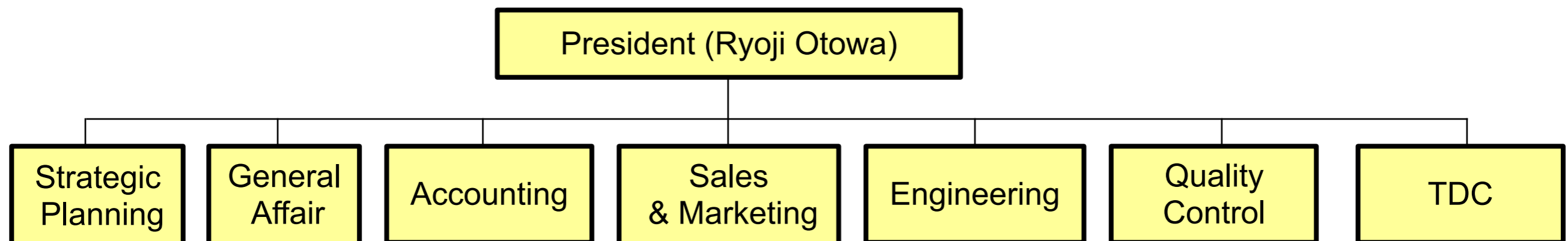
Regional Operation of FUJITSU TEN

Fujitsu Ten Corp. America (FTCA)

(as end of 2011)

Headquarters : 47800 Halyard Drive, Plymouth, MI, 48170

- 1. Establishment August 20, 1976**
- 2. Capital US\$ 42.5 million**
- 3. Employees 243 (Local 216, Assignee 24)**
- 4. North America Group Company**
 - Fujitsu Ten Canada Inc. 7**
 - Fujitsu Ten de Mexico 417**



Regional Operation of FUJITSU TEN

Fujitsu Ten Do Brazil Ltda. (FTBL)

(as end of 2011)

**Headquarters : Avenida Paulista, 37, Bela Vista,
Sao Paulo**

- 1. Establishment June 6, 2011**
- 2. Capital R\$ 0.6 million**
- 3. Employees 3**
- 4. Function**
 - Marketing and Sales Operation**
 - Repair Service**
 - Quality Control**



Regional Operation of FUJITSU TEN

Current Products & Services in USA/BRASIL



Car Infotainment (CI)

- AVN(AM/FM/CH w/Display)
- AM/FM CD Receivers and Amplifier
- AM/FM CD Changer Receivers and Amplifier
- Speakers
- Antenna Amplifier
- Others



Automotive Electronics (AE)

- Vehicle Security, Keyless Entry
- Remote Vehicle Control(Engine Starter/Car Finder etc.)
- Body ECU
- Heat Seat Module



Devices

- Playback Mechanism (CD, CD-CH and DVD Deck)



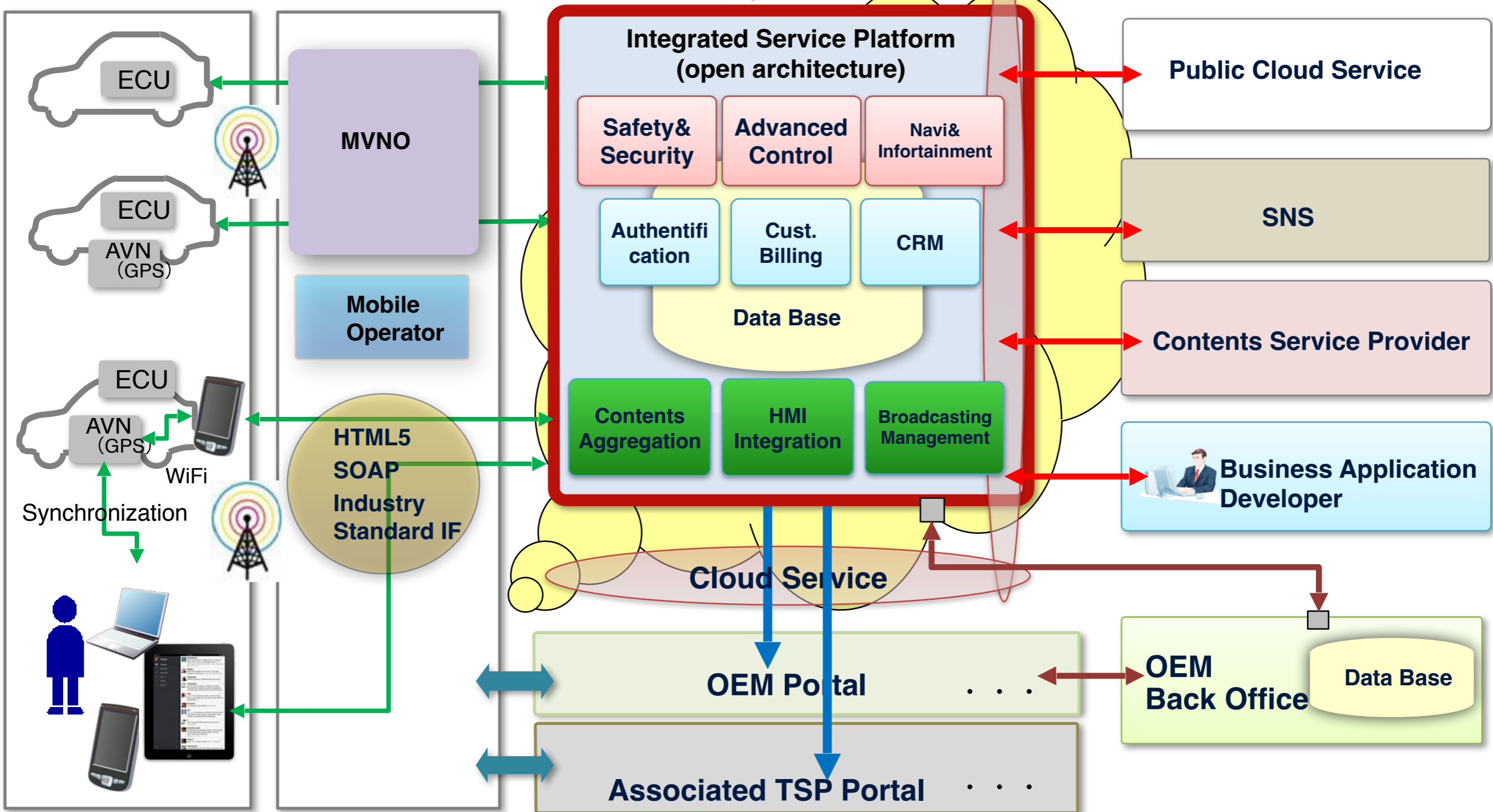
Integrated Service Approach for Connected Vehicle

Integrated Service Platform Vision

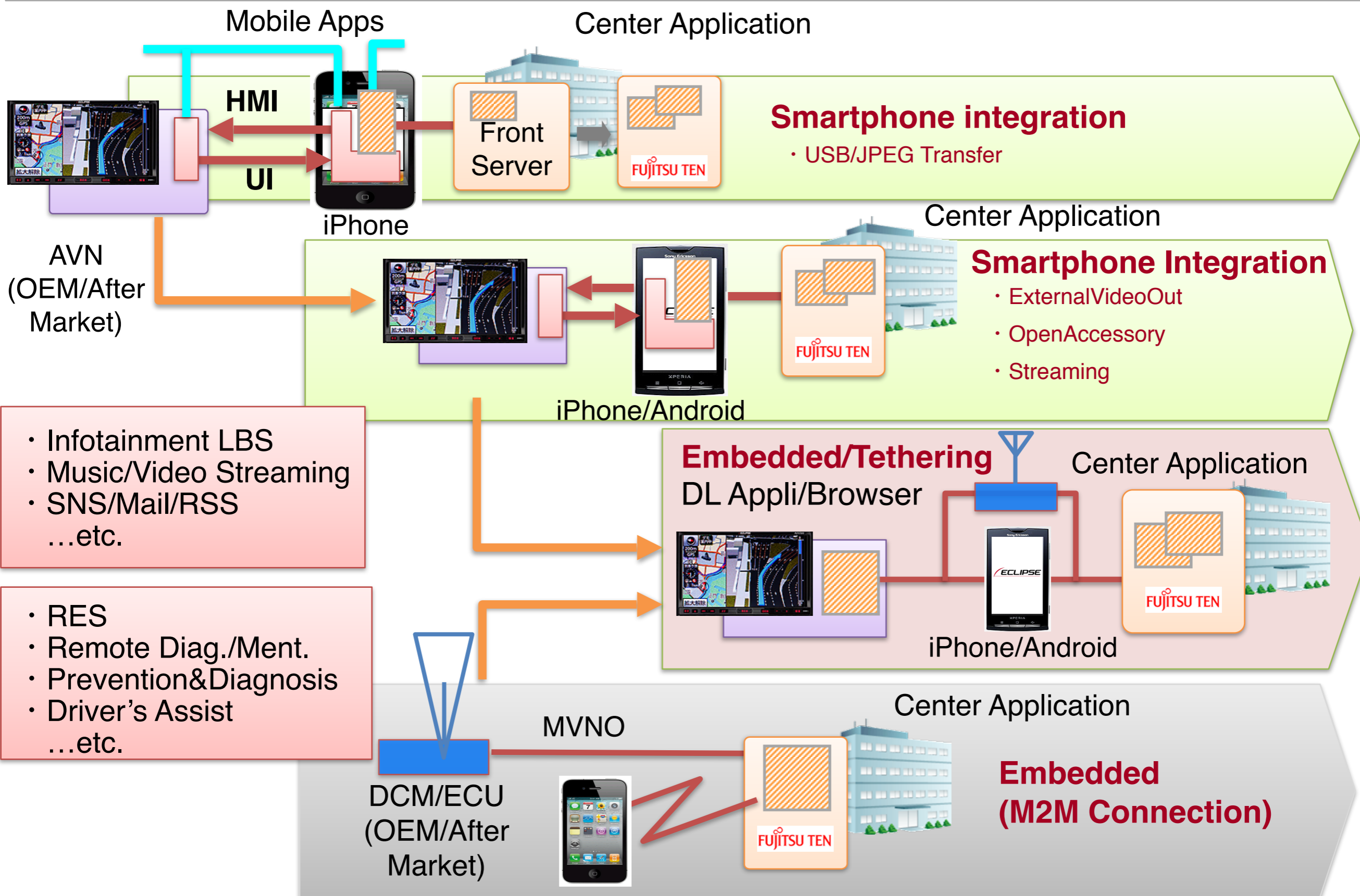
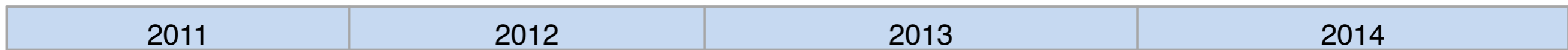
Open and Collaborative Platform for Smart Car Life

Open Software Service Platform powered by FUJITSU

FUJITSU TEN



Flexible Connectivity for vehicle

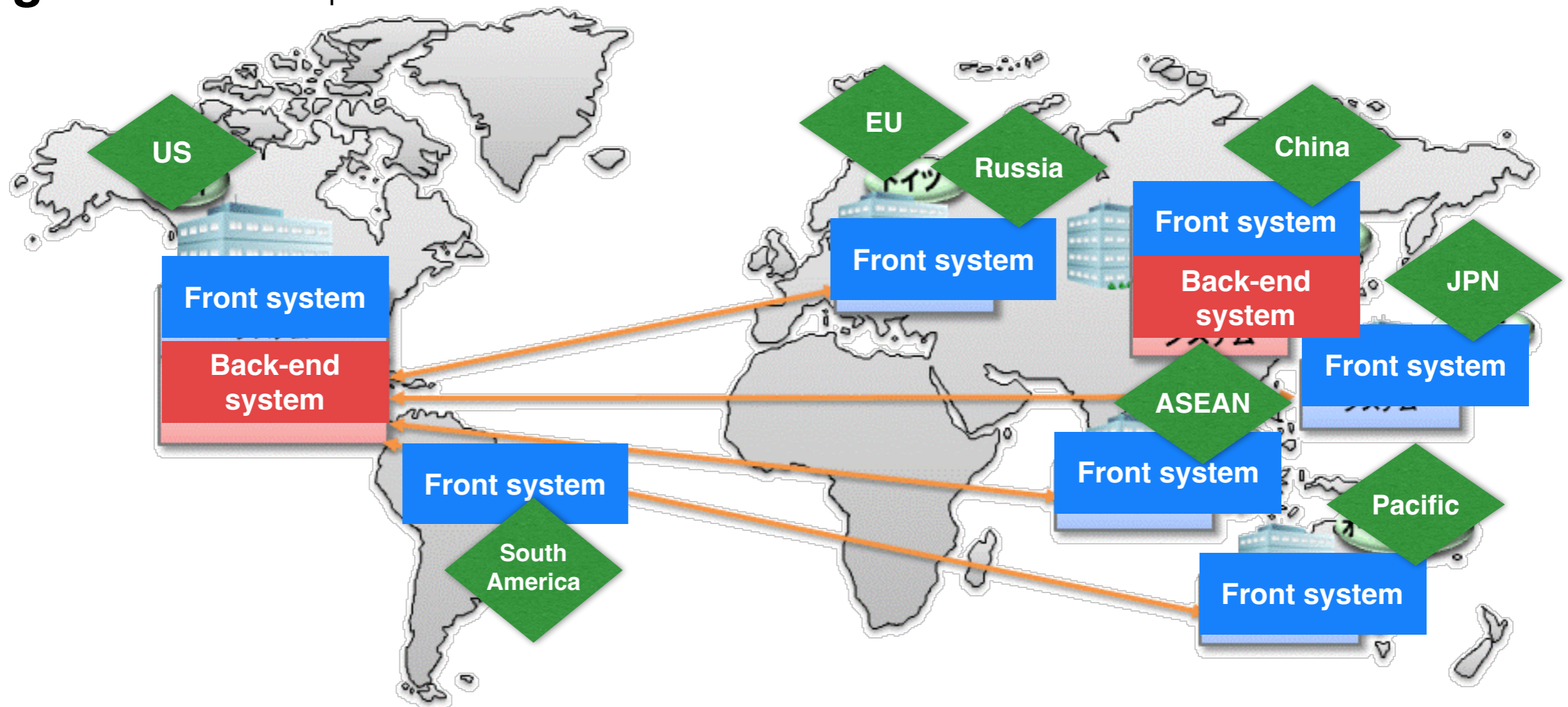


- Infotainment LBS
- Music/Video Streaming
- SNS/Mail/RSS
- ...etc.

- RES
- Remote Diag./Ment.
- Prevention&Diagnosis
- Driver's Assist
- ...etc.

Global Platform Expansion -future-

- Home back-end system is based on FUJITSU cloud computing technology -ready to go in North America-
- Front-end systems are distributed in each region for localization and flexibility (e.g. Drivers Distraction, eCall, SIMRAV etc.) -on plan-
- Some unique back-end system are considered for the national regulations -on plan-



Safety & Security Services with Smartphone

Remote Vehicle Control and Information by Smartphone



Conventional RES*

Smartphone RES*

Smartphone Apps

Control

Control

Information

Engine start / stop

Engine start / stop

Engine status

*Remote Engine Starter

Door lock

Door lock status

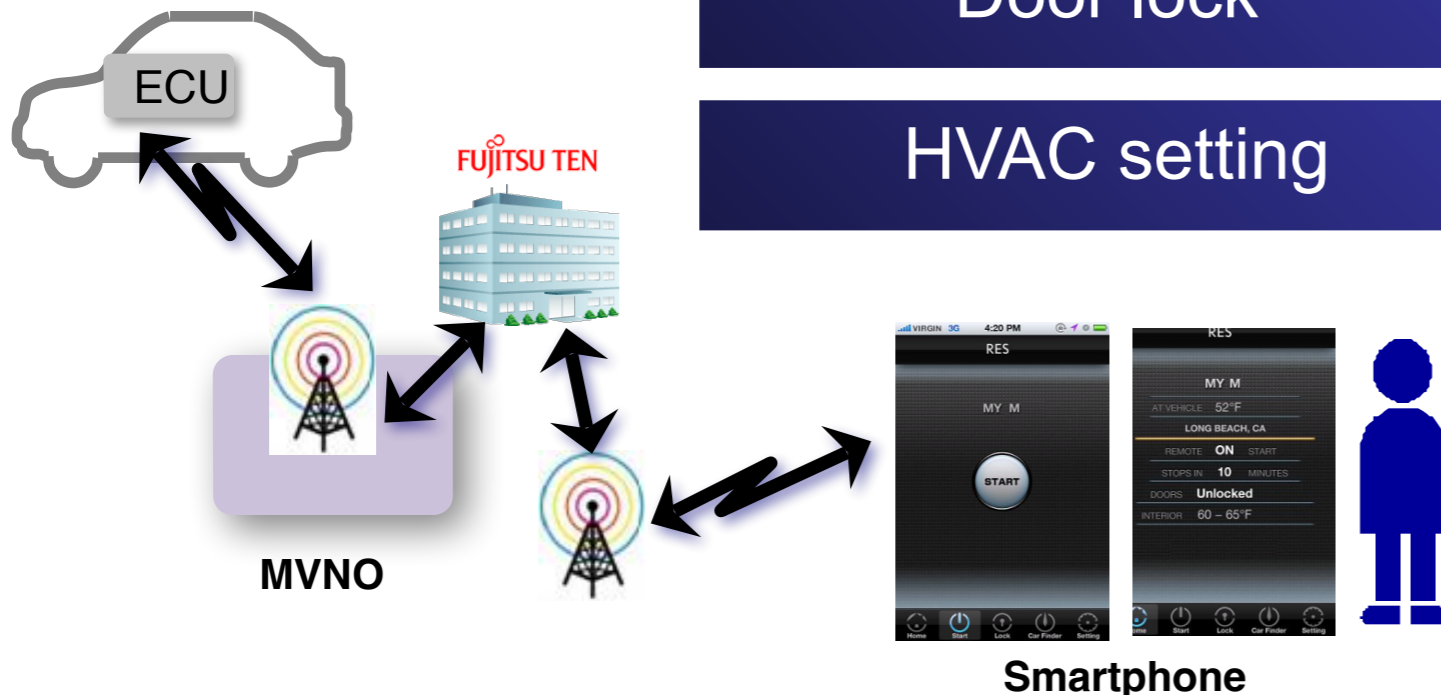
HVAC setting

Interior/Exterior temp.

Low fuel warning

Alarm notification

Car Finder

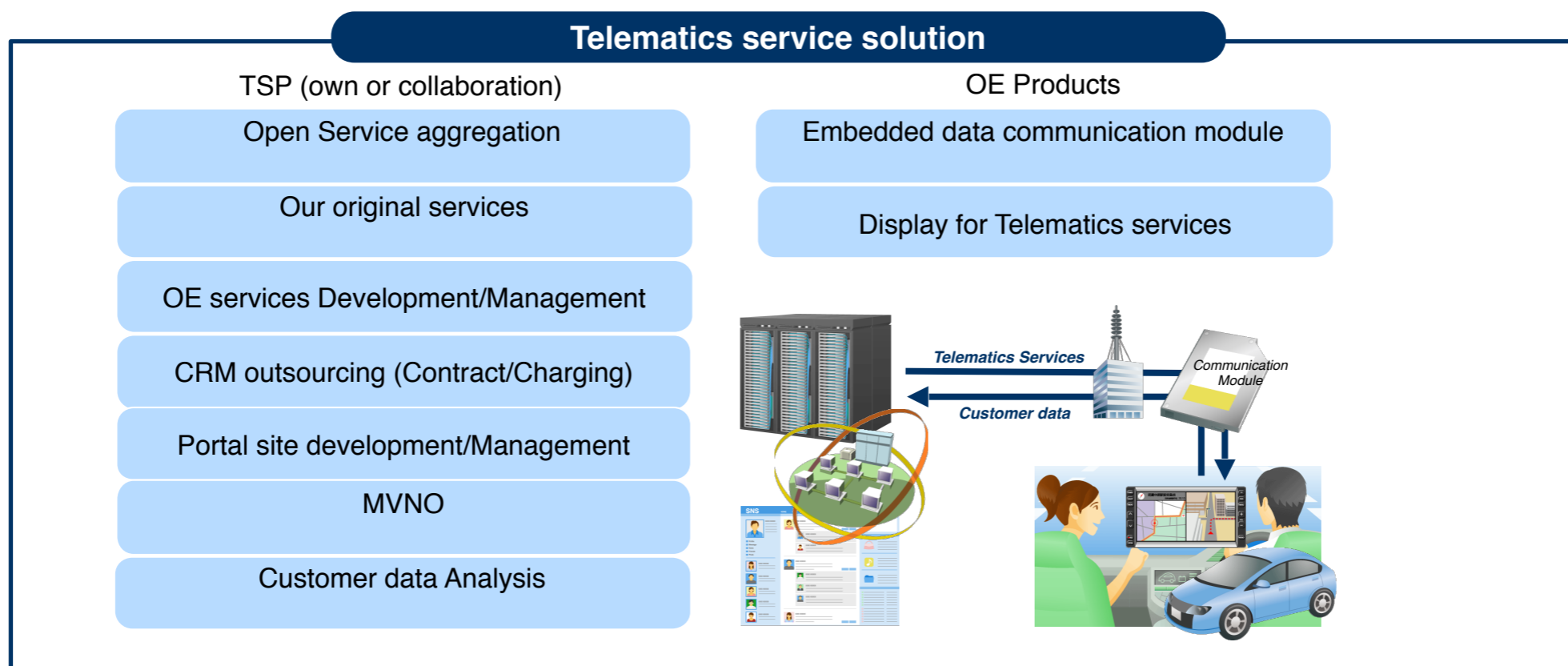


Telematic Service Solution with eCall/ERA-GLONASS

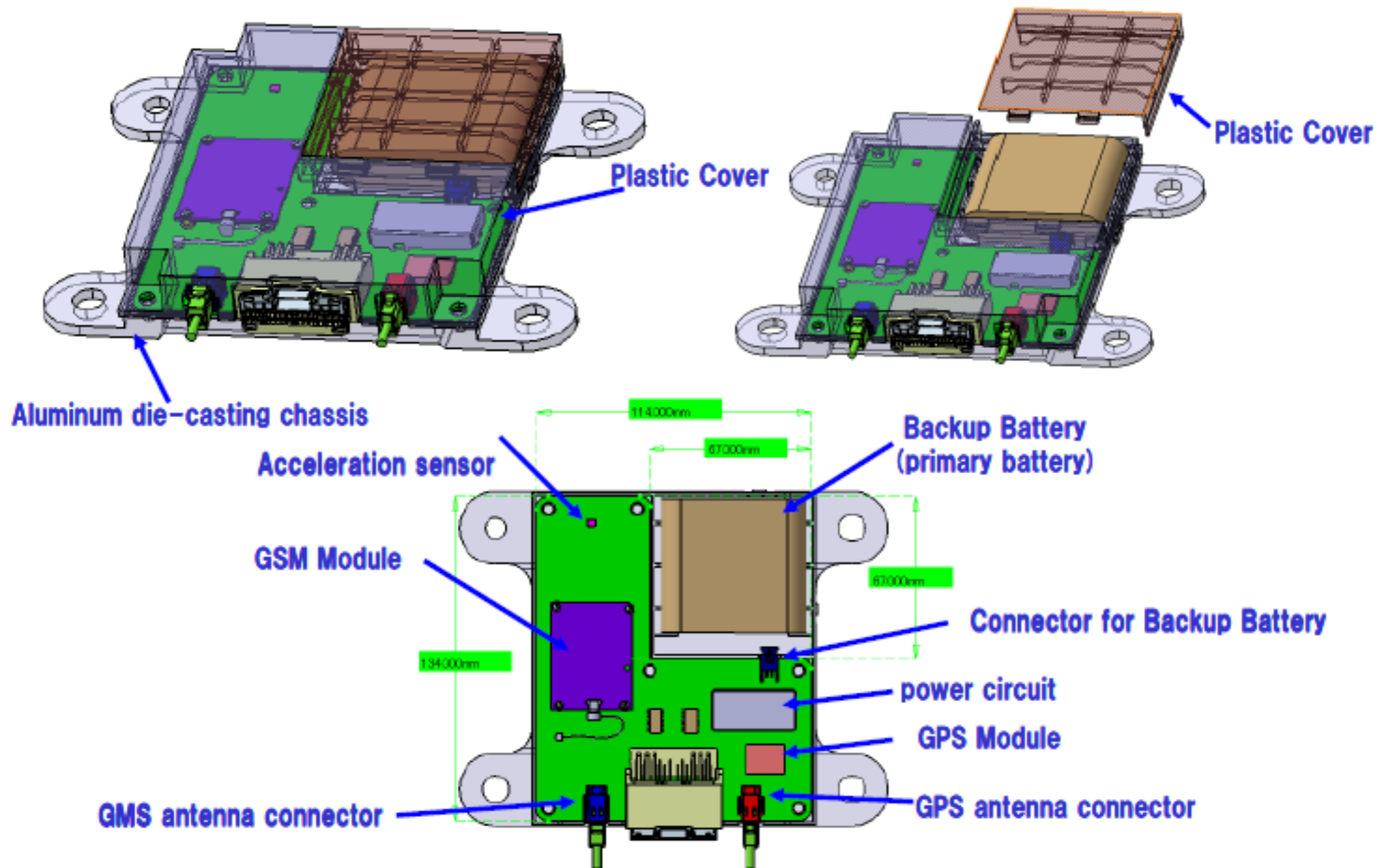
The correspondence to eCall and ERA-GLONASS regulations are not only an execution of the automaker's social responsibility but a new business opportunity to launch the new telematics services with 100% installed embedded mobile communication module.

FUJITSU TEN supports the automaker's eCall and ERA-GLONASS correspondence and telematics service introduction with our total solution technologies. It will be enhanced to ITS of Brazil and China.

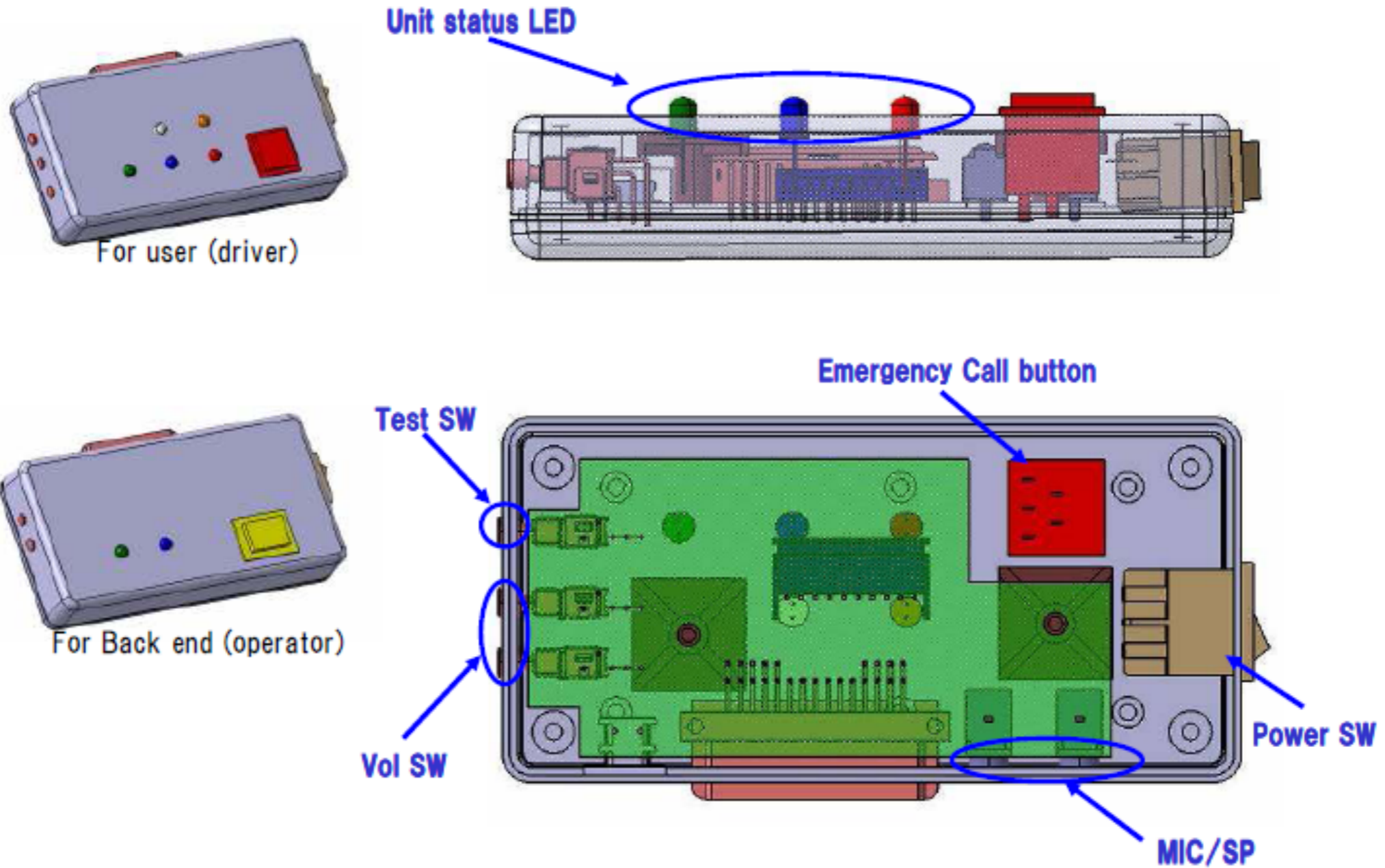
- 1.Total telematics service solution (Center, H/W, Network, Contents)
- 2.Cloud and Global net work service (easy to expand other regions)
- 3.High performance data communication module IVS



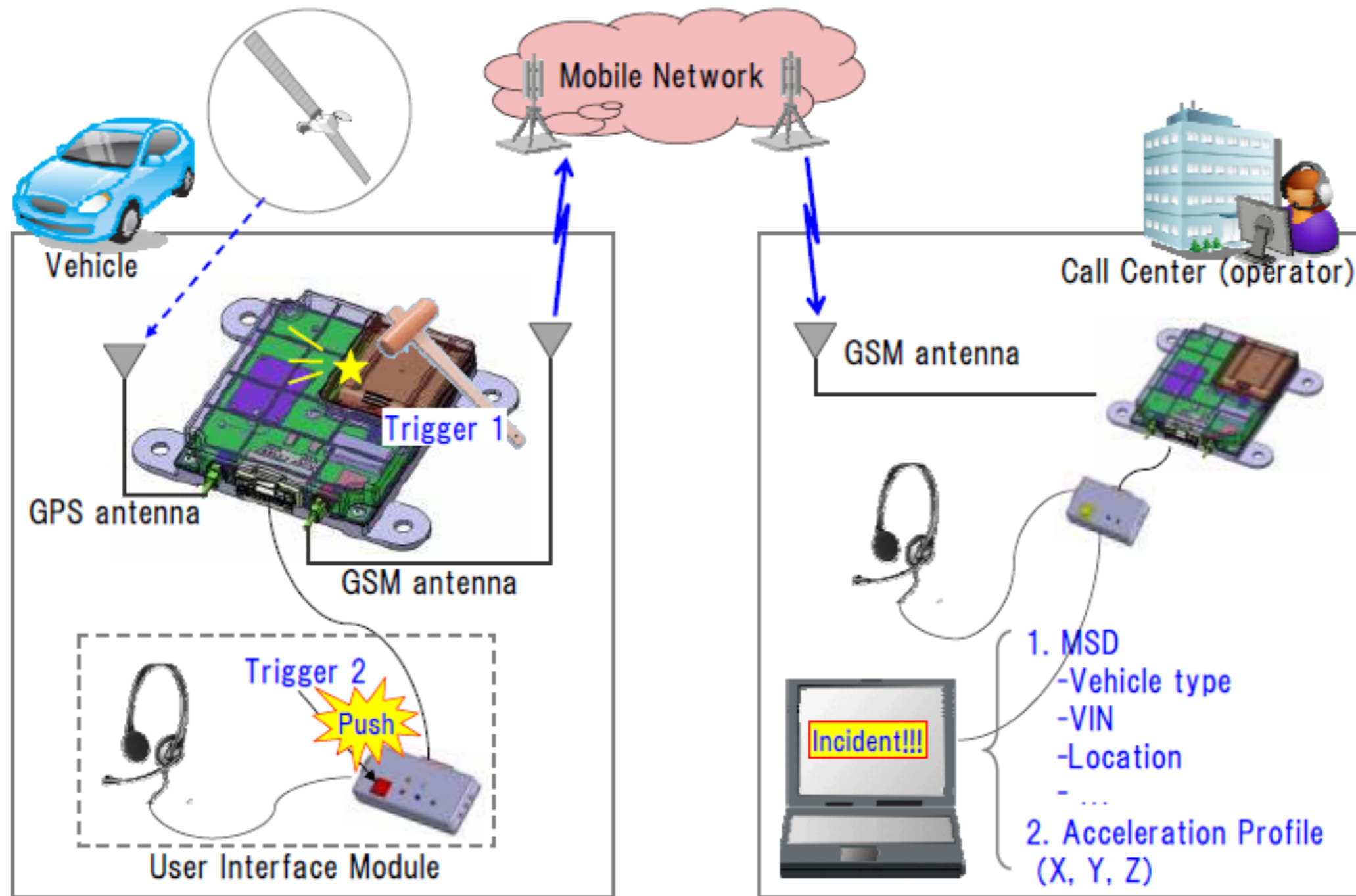
Telematic Service Solution with eCall/ERA-GLONASS Working Sample ECU



Telematic Service Solution with eCall/ERA-GLONASS Working Sample Interface Unit



Telematic Service Solution with eCall/ERA-GLONASS Demonstration Set-Up on GSM network





Yoshi Shiraishi

yoshi_s@tm.ten.fujitsu.com

mobile: +81-90-7344-0590

Shiro Shirasaki (FTBL)

shiro-s@tm.ten.fujitsu.com

tel: +55-11-3178-1576