

DENSO

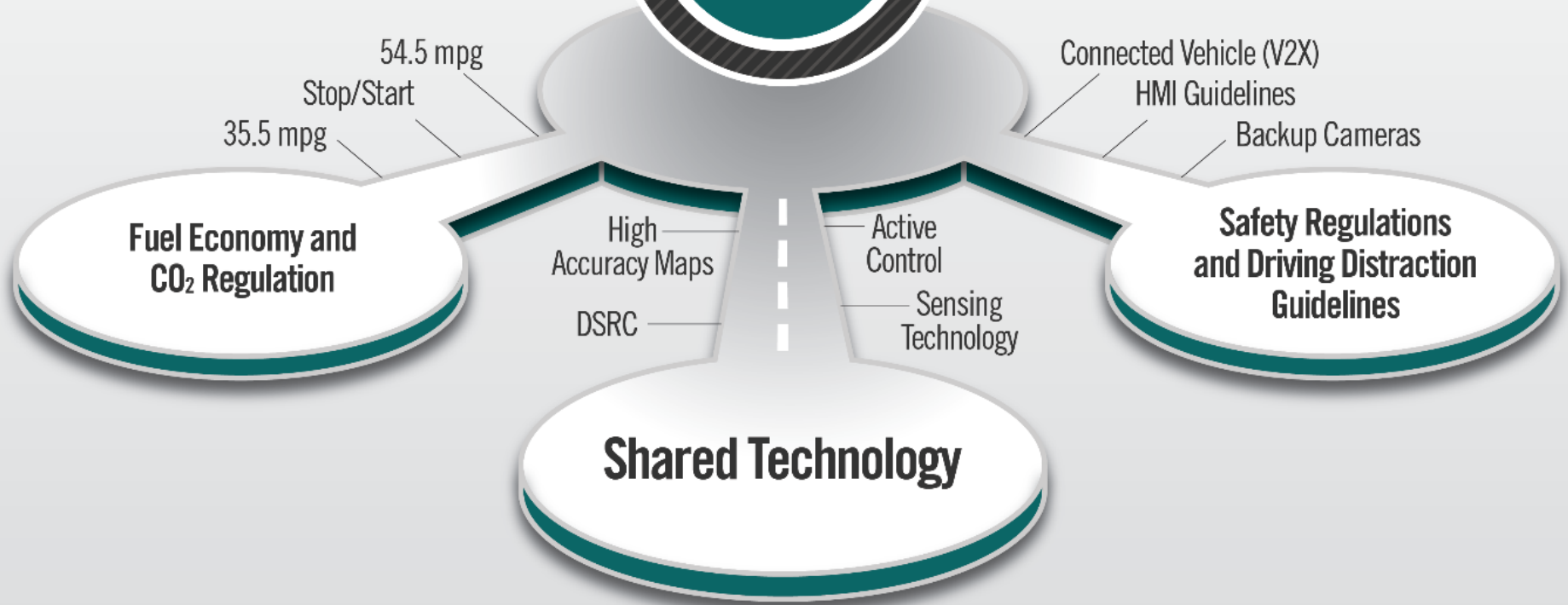
Leveraging the Great Convergence

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DENSO International America, Inc.

April 8, 2014

The Great CONVERGENCE

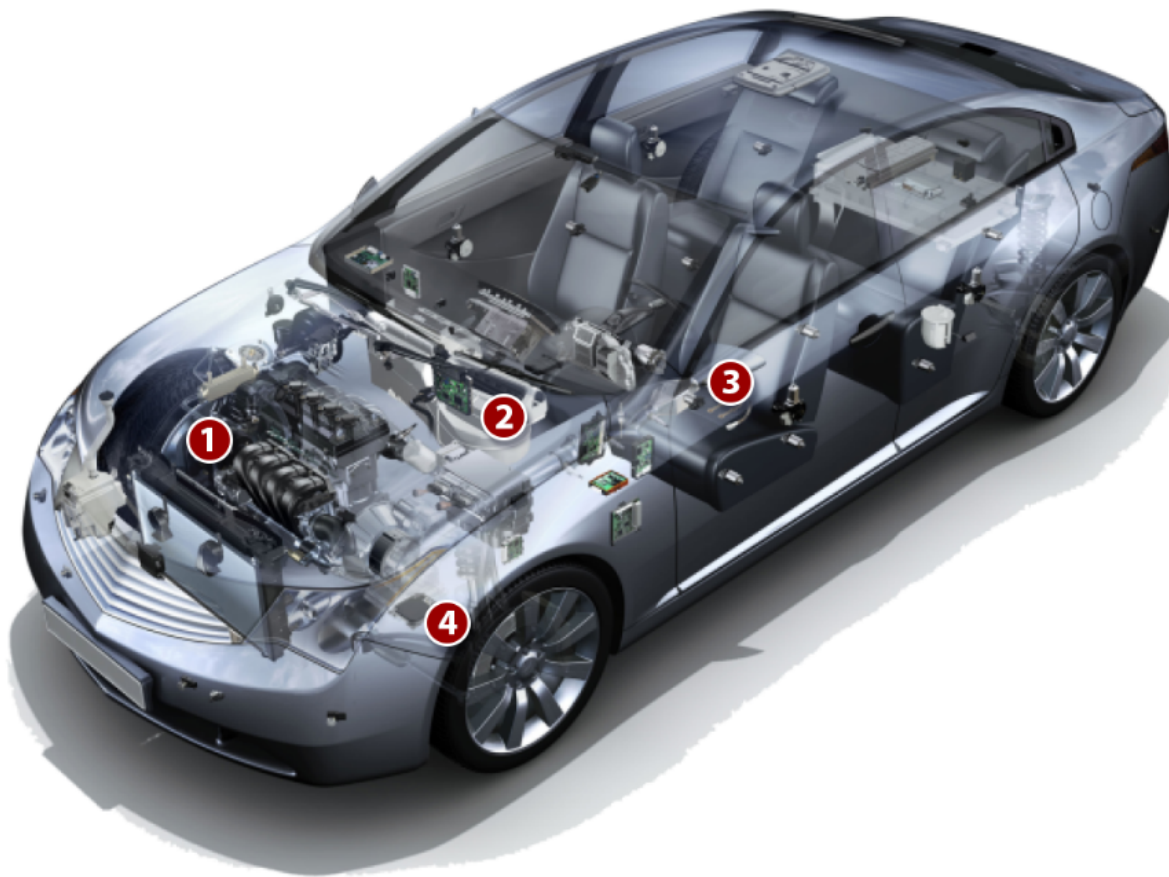
DENSO



DENSO

Global Supplier of Advanced Automotive Technology, Systems and Components with **\$38.4 Billion in Sales**

For fiscal year ending March 31, 2012



- 1 Powertrain Control System**
Engine management system, Gasoline direct injection, Hybrid components, Starter, Alternator, etc.
- 2 Thermal Systems**
Heating Ventilation Air Conditioning (HVAC), Compressor, Heat exchangers, Battery thermal management, etc.
- 3 Information & Communication Systems**
Instrument Cluster, Head-up Display, Human Machine Interface technology, Horn, Keyless entry, Wireless phone charger, etc.
- 4 Driving Control & Safety Systems**
Passive safety technologies, Airbag sensing system, Active safety technologies, Traction control system, Antilock braking system, etc.

DENSO's Long-term Plan 2025



Preserve the Planet

Significantly Improve fuel economy, reduce CO2 emission and reduce overall energy consumption



Protecting Lives

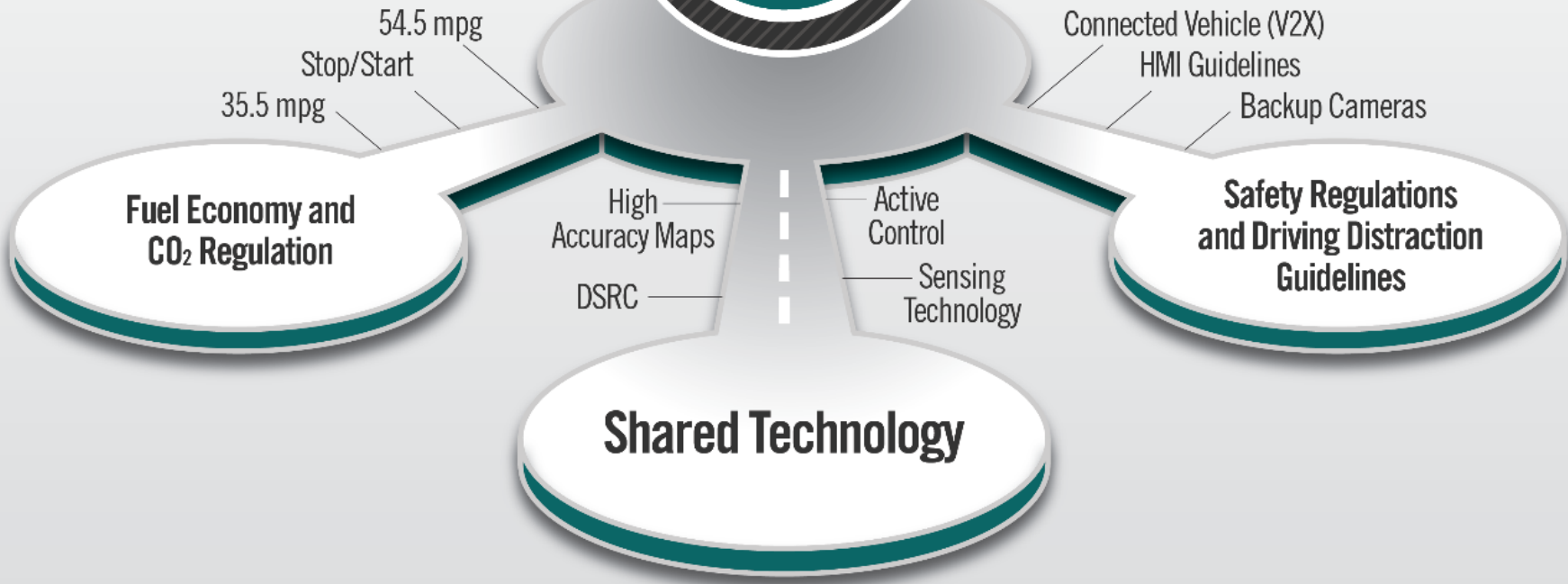
Greatly increase safety and security on and off the road
Strive for zero accidents

Functional Electrical Architecture



The Great CONVERGENCE

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Domain Electrical Architecture

Coordination Strategy

**Vehicle
Motion
Control**

**Body
Electronics
Control**

**Vehicle
Environment
Interface**

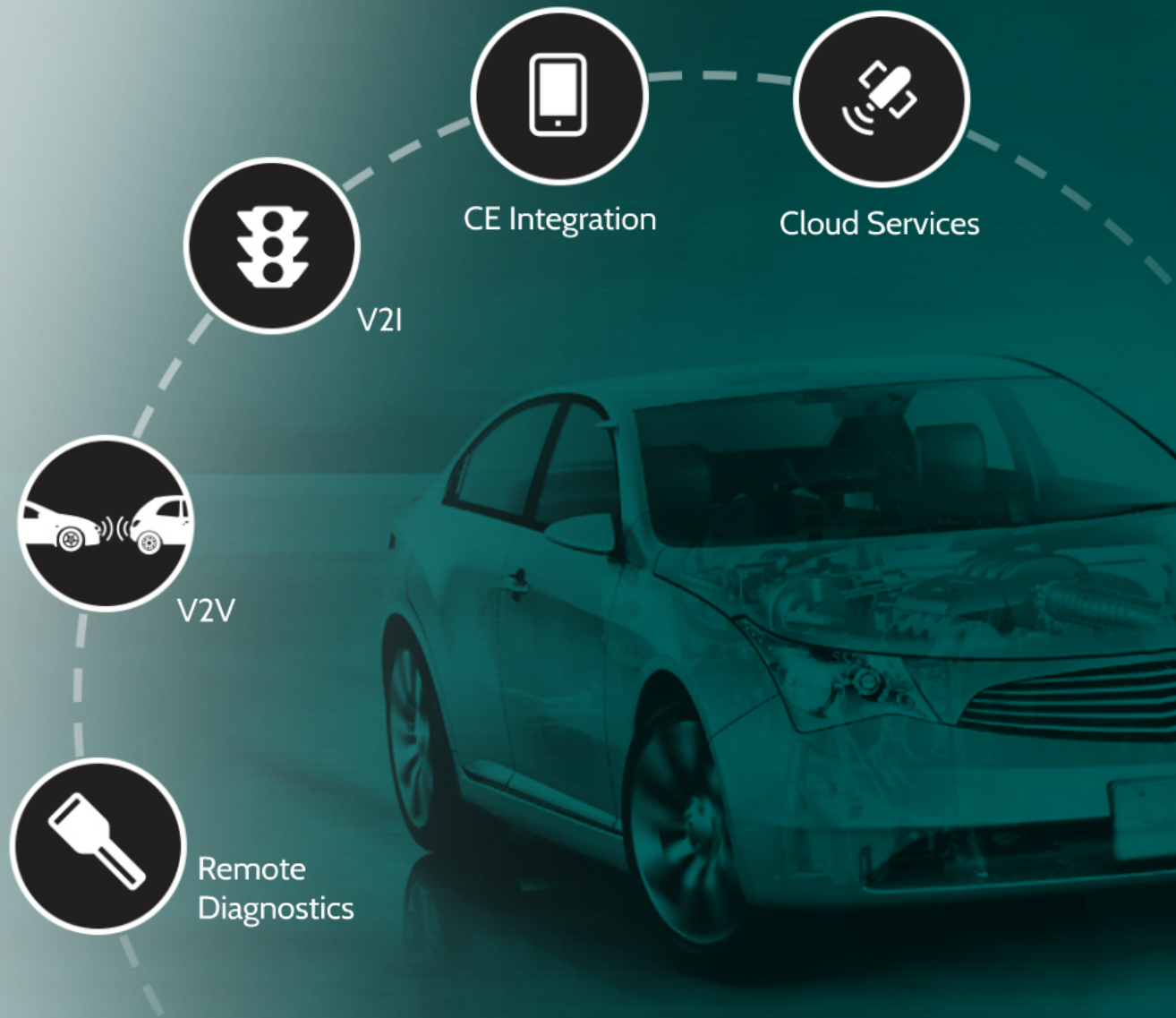
**Human Machine
Interface
Management**

Energy Management

Network Management

Network Management

Information coming into the vehicle



Domain Electrical Architecture

Coordination Strategy

**Vehicle
Motion
Control**

**Body
Electronics
Control**

**Vehicle
Environment
Interface**

**Human Machine
Interface
Management**

Energy Management

Network Management

Human Machine Interface Management



* still in development

360° situational awareness using technology to understand environment inside and outside of vehicle





ADVANCED HUMAN FACTORS EVALUATOR
FOR AUTOMOTIVE DISTRACTION

**Establish a common methodology
to measure driver workload.**



Challenges we Face as an Industry



Safety



Information

The Great CONVERGENCE

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