

DENSO Forges Partnership with Morpho, an Image Processing Technology R&D Company

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Forming a capital alliance to promote the development of safety technology

KARIYA (Japan) – Global automotive supplier DENSO Corporation today has entered into a joint development agreement with Morpho, Inc. a Tokyo-based company focused on research, development and image processing technology. Under the terms, DENSO and Morpho will jointly develop image recognition technology that uses image processing technology and engage in *deep learning. This joint development agreement will help DENSO strengthen its safety-related technologies, which is a core area of focus for the company.

In addition, DENSO and Morpho signed a share subscription agreement in which DENSO will subscribe to all new shares to be issued by Morpho. This agreement is to ensure the two companies develop a mutually beneficial relationship and successfully conduct joint technology development.

DENSO and Morpho expect to promote the technological development of surround monitoring systems, including electronic rearview mirrors and other advanced driving support systems that use image processing technology and basic research on automated driving using deep learning.

DENSO will work with Morpho to enhance and accelerate the development of technology that can contribute to a safer and more secure automotive society. DENSO has developed products and technology to help build a society free from road accidents. By using the technologies that it has accumulated over the years, DENSO will

continue to work on the creation of an automotive society that is safe and secure for all people, including drivers and pedestrians, around the world.

About DENSO: DENSO Corporation, headquartered in Kariya, Aichi prefecture, Japan, is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electronics and information and safety. Its customers include all the world's major carmakers. Worldwide, the company has more than 200 subsidiaries and affiliates in 38 countries and regions and employs nearly 140,000 people. Consolidated global sales for the fiscal year ending March 31, 2014, totaled US\$39.8 billion. Last fiscal year, DENSO spent 9.0 percent of its global consolidated sales on research and development. DENSO common stock is traded on the Tokyo and Nagoya stock exchanges.

About DENSO in North America: Currently, in North America, DENSO employs more than 17,000 people at 33 consolidated companies and affiliates. Of these, 28 are manufacturing facilities located in the U.S., Canada and Mexico. In the U.S. alone, DENSO employs more than 14,000 people in California, Alabama, Michigan, North Carolina, South Carolina, Tennessee, Kentucky, Georgia, Iowa, Ohio, Arkansas, and Pennsylvania. DENSO's North American consolidated sales totaling US\$7.9 billion for the fiscal year ending March 31, 2014.

About Morhpo:

Morpho, Inc., established in 2004, has built substantial brand recognition in the field of software image processing for mobile devices. Customers utilizing Morpho, Inc.'s software technologies include carriers, processing platform providers and mobile device manufacturers making the company a global player in mobile imaging. For more information visit <http://www.morphoinc.com/en/> or contact m-info-pr@morphoinc.com. or follow us on [Facebook](#)

* Deep learning is a branch of machine learning based on a set of algorithms.

Profile of Morpho

1. Name: Morpho, Inc.
2. Location: Chiyoda First Bldg, East 12F, 3-8-1 Nishi-kanda, Chiyoda-ku, Tokyo

3. Representative: President Masaki Hilaga
4. Establishment: 2004
5. Capital: 892.75 million yen (Approximately 7.28 million \$USD*)(as of October 31, 2015)
6. Sales: 1,405.64 million yen (Approximately 11.47 million \$USD*) (consolidated basis in October 2014)
7. Employees: 62 (consolidated basis as of October 31, 2015)

* Exchange rate used is 122.58 yen to the US one dollar, at the end of November 2015 for convenience only.

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