

Key Initiatives for Growth

Exhibited at Tokyo Motor Show 2019

Under the theme, “Bridging the human experience and mobility,” we exhibited at the 46th Tokyo Motor Show 2019, showcasing proposals for the forthcoming mobility society through a future cockpit mockup and some of our latest products.

In addition, the near future model “MX191”, which adopts our “Armrest integrated touch pad” and “Comfort & safety seatbelts”, was displayed at the Toyota Boshoku booth in collaboration with five Toyota Group companies*.

*Five Toyota Group companies: Toyota Boshoku Corporation, Aisin Seiki Co., Ltd., Denso Corporation, Toyoda Gosei Co., Ltd., and Tokai Rika Co., Ltd.



Tokai Rika booth

Main exhibits

At stage shows and experience events we introduced the future cockpit mockup “X-SENSE INTERFACE”, which allows you to experience the next generation of mobiles by interacting with the car based on the UX* that conveys/transmits using your five senses.

In addition, we exhibited the “Digital key distribution system”, our new business, and “Integrated camera monitor system for autonomous vehicles” installed in Toyota Motor Corporation’s e-Palette (Tokyo 2020 Olympic and Paralympic specifications), and had visitors experience them.

*UX: User Experience



Future cockpit mockup “X-SENSE INTERFACE”



Integrated camera monitor system for autonomous vehicles



Armrest integrated touch pad

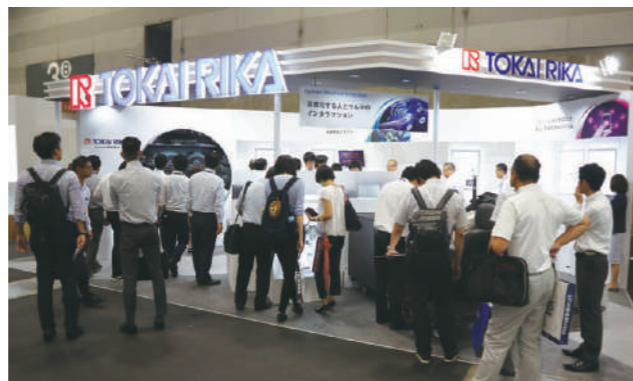


Comfort & safety seatbelts

Exhibited at Automotive Engineering Exhibition 2019 Nagoya

We exhibited at the “Automotive Engineering Exhibition 2019 Nagoya,” a specialized exhibition of automotive technology for engineers and researchers active on the front lines of the automobile industry.

We exhibited under the themes of “furthering human and evolving car interactions”, “a key system that supports cloud society and offers relief and safety”, and “advanced safety system that looks ahead to the future of autonomous driving”, introducing them with mockups and panels which visitors could experience through touch.



New business “Digital Key System”

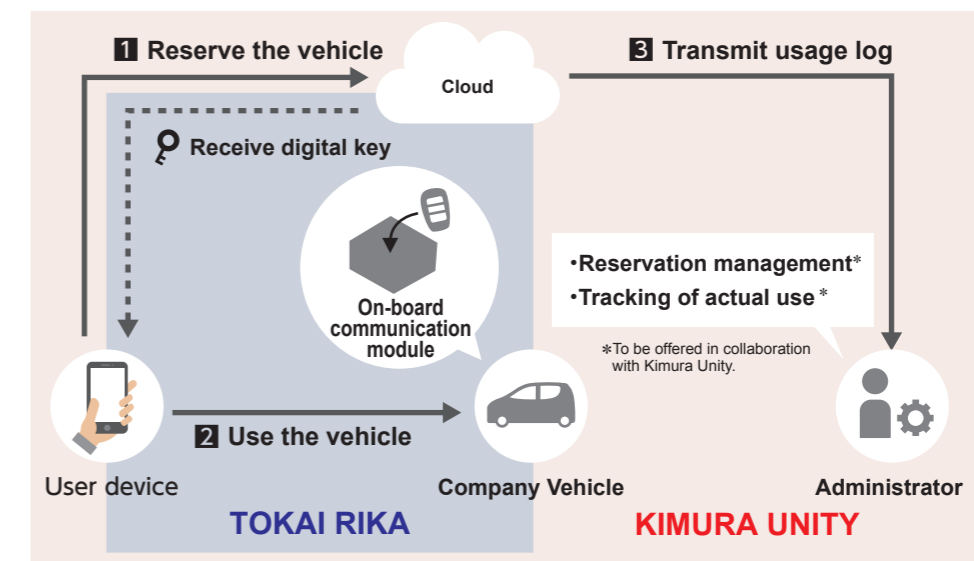
We are focusing on expanding our business domain to various sharing services such as parking lots, bicycles, coin lockers, home doors, and hotels, leveraging our key security technology (users can lock and unlock a key and start the engine with their own smartphones, and can rent and borrow things comfortably, safely, and securely) cultivated in automobiles.

We concluded a joint development agreement with Datatec Co., Ltd. on May 13, 2019, and started joint demonstration tests of a digital key system-based service for company vehicles with Kimura Unity Co., Ltd. on March 17, 2020.



Digital key system

Visualization of Demonstration Test



Established new design office TRXi in Tokyo

We established a new office in Shibuya Ward, Tokyo, in a bid to strengthen our design planning capability.

Our new office will leverage the power of diversified thinking based on actual experiences in real time to present compelling proposals that cannot be conceived through the functions at the head office, in an effort to create new value.

