

# Hosiden Corporation

Company Presentation

2013/12



# Hosiden Group up to date

Overseas Sales &amp; Marketing

## 63 years history as component manufacturer

Founded September 14<sup>th</sup>, 1950

## 8,968 employees in 11 countries, 17 factories

Headquarter 755 employees

## 17 Factories

(7 in Japan, 9 in Asia, 1 in Europe)

## Net Sales : Yen 230.8 billion in FY2012 (US\$ 2.57billion)

- Hosiden Fiscal year of 2012 : April 1<sup>st</sup> 2012 thru. March 31<sup>st</sup> 2013
  - Hosiden Fiscal year of 2013 : April 1<sup>st</sup> 2013 thru. March 31<sup>st</sup> 2014
- Sales plan of FY2013: **Yen245 billion(US\$2.45)**

\*Exc rate= JPY100/US\$

# A Corporate History of Strong Achievement

Overseas Sales & Marketing

## A Corporate History of Strong Achievement

### History

1947	April	Fore-runner, Furuhashi Workshop, founded at Higashinari-ku, Osaka	1950
1950	July	Moved to Ikaino, Ikuno-ku, Osaka	
	Sept.	Hosiden Electronics Co., Ltd. (currently Hosiden Corporation) established with capital of 200,000 yen	
1952	May	Moved to Tatsumi, Ikuno-ku, Osaka for factory expansion	
1956	June	Moved to Takaida, Fuse-city (currently Higashi-Osaka-city) for factory expansion	
1959	Nov.	Tokyo Factory fore-runner, Tokyo Hosiden Co., Ltd. established at Isesaki-city, Gumma	1960
1960	Mar.	Development and manufacture of acoustic components (earphones, microphones) started	
	May	Tokyo Sales Office opened at Shinagawa-ku, Tokyo as marketing base into Kanto Area	
	July	Headquarters Factory moves to Kitakyuhoji, Yao-city (currently premises) for factory expansion	
1963	July	Development and manufacture of electromagnetic components (DC motors)	
	Aug.	Stocks listed on the 2nd Section of the Osaka Stock Exchange	
1966	Dec.	Hong Kong Hosiden Ltd. established as the springboard for overseas market entry	
1969	April	Two-days off per week policy implemented	
	Nov.	Tokyo Sales Office (currently Tokyo Branch) moved to Kouhoku-ku, Yokohama-city (currently premises)	1970
1972	Oct.	Development of color LCD modules started	
1975	April	Domestic sales rights transferred from Hosiden Shoji Co., Ltd. (currently Hosiden Shoji Corporation) Kitakanto Sales Office (currently Gumma Sales Office) and Nagoya Sales Office opened	
1976	April	Tokyo Hosiden Co., Ltd. merged and acquired to become Gumma Factory (currently Tokyo Factory)	
1979	Oct.	Developed first color LCD modules in the world. Exhibited in Japan Electronics Show	1980
1980	Sept.	Stocks upgraded from 2nd to 1st section of the Osaka Stock Exchange	
	Oct.	Corporate Identity program introduced to celebrate the 30th Anniversary of the Company's establishment	
1981	July	First foreign currency bonds, 30 million Swiss Francs, issued	
1987	Oct.	R&D Center and display plant (currently Hosiden and Philips Display Corp.) opened in Kobe-city	1990
1990	Oct.	Company name changed to Hosiden Corporation in commemoration of the 40th Anniversary of the Company's establishment	
	Dec.	Stocks listed on the 1st section of the Tokyo Stock Exchange	
1996	Oct.	Total sales activities transferred from Hosiden Shoji Corporation	
1997	April	TFT LCD modules business operations transferred to Hosiden and Philips Display Corp. (joint venture between Hosiden and Philips Flat Panel Display of Holland)	

**Mechanical components since 1947 !!!**

**Acoustic components since 1960 !!**

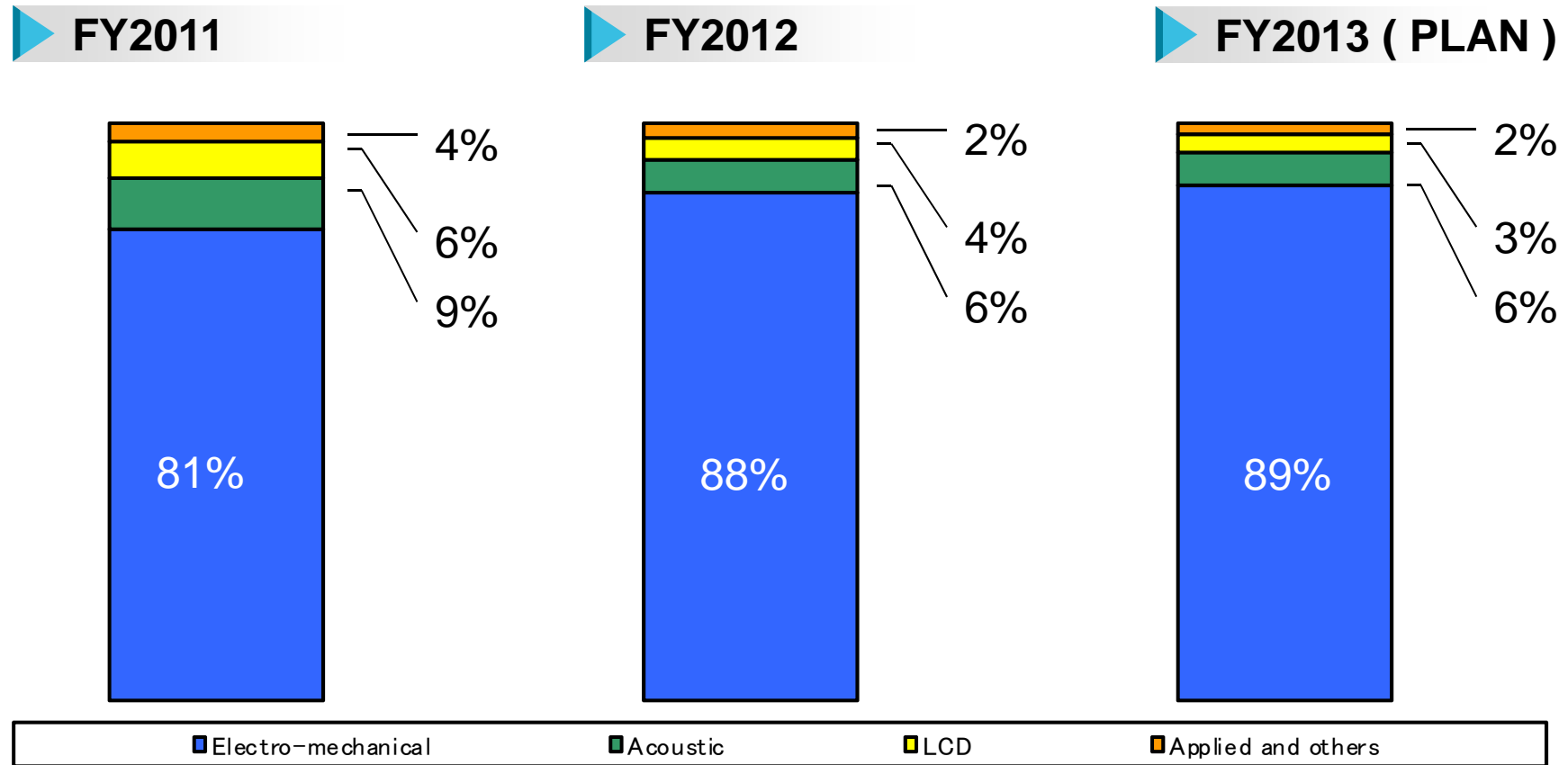
**LCD modules since 1972 !**

13

# Sales Figures

# Breakdown Sales by Products (Consolidated, In MJPY)

Overseas Sales & Marketing

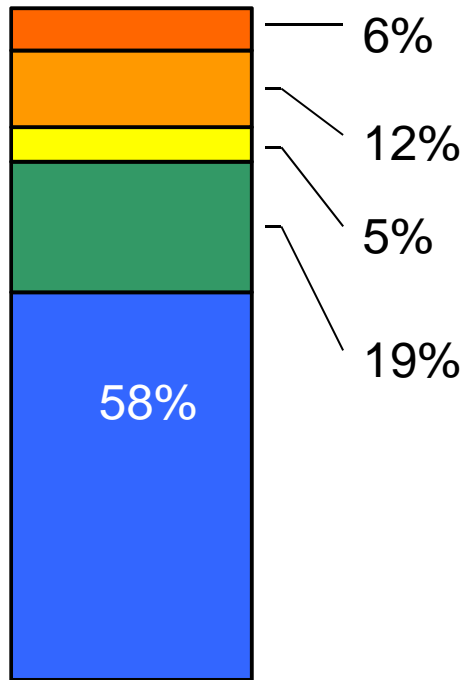


	Electro-mechanical	Acoustic	LCD	Applied and others	Total
FY2011	140,805	15,070	10,929	6,132	172,936
FY2012	202,177	13,332	8,279	7,095	230,883
FY2013	218,600	13,440	7,200	5,760	245,000

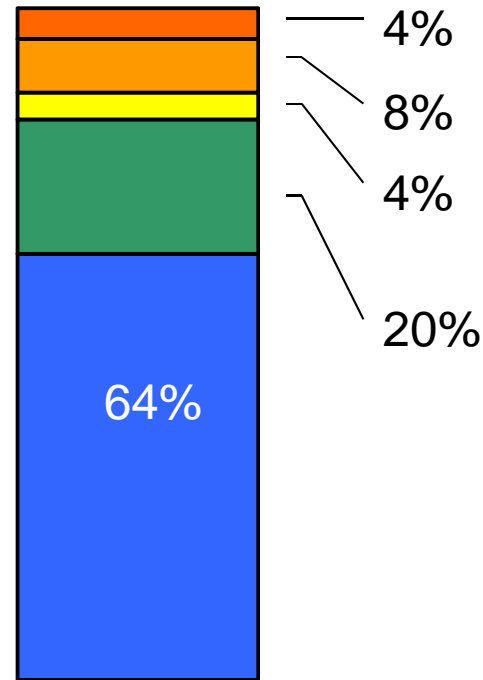
# Breakdown Sales by Markets (Consolidated, In MJPY)

Overseas Sales & Marketing

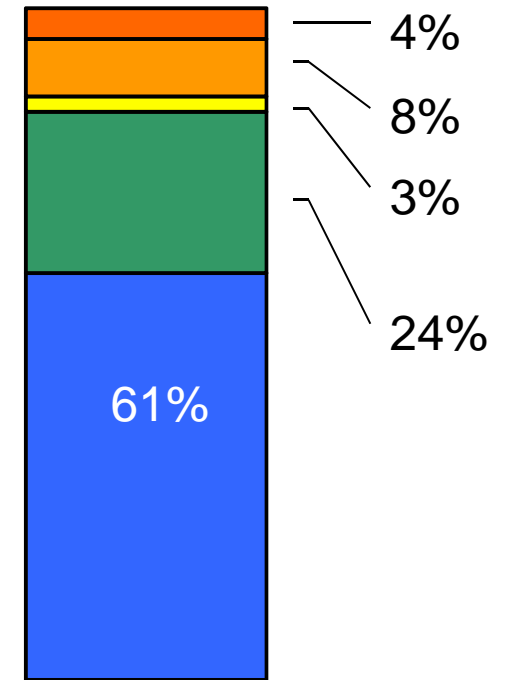
FY2011



FY2012



FY2013 ( PLAN )



	Amusement	Mobile	AV	Automotive	Others	Total
FY2011	99,957	33,204	8,820	20,061	10,895	172,936
FY2012	147,047	45,996	8,797	18,042	11,002	230,884
FY2013	148,900	57,700	6,700	19,700	12,000	245,000



# Hosiden Network



# Hosiden Japan Network

Overseas Sales & Marketing

## Hosiden Corporation (Head Office)

Satolex (Head Office)

Hosiden Wakayama (Module process)

Hosiden Kyushu

Hosiden Service

Hosiden Seiko

Hosiden F.D. (Cell process)

Hosiden Plastics

Nagoya Sales Office

Hosiden Niigata

Utsunomiya Sales Office

Satolex (Tokyo Sales Office)

Tokyo Factory

Gumma Sales Office

Tokyo Branch

Nishi Tokyo Sales Office

Head Office

Sales Division (7)

Manufacturing Division (7)

Distribution Center (1)



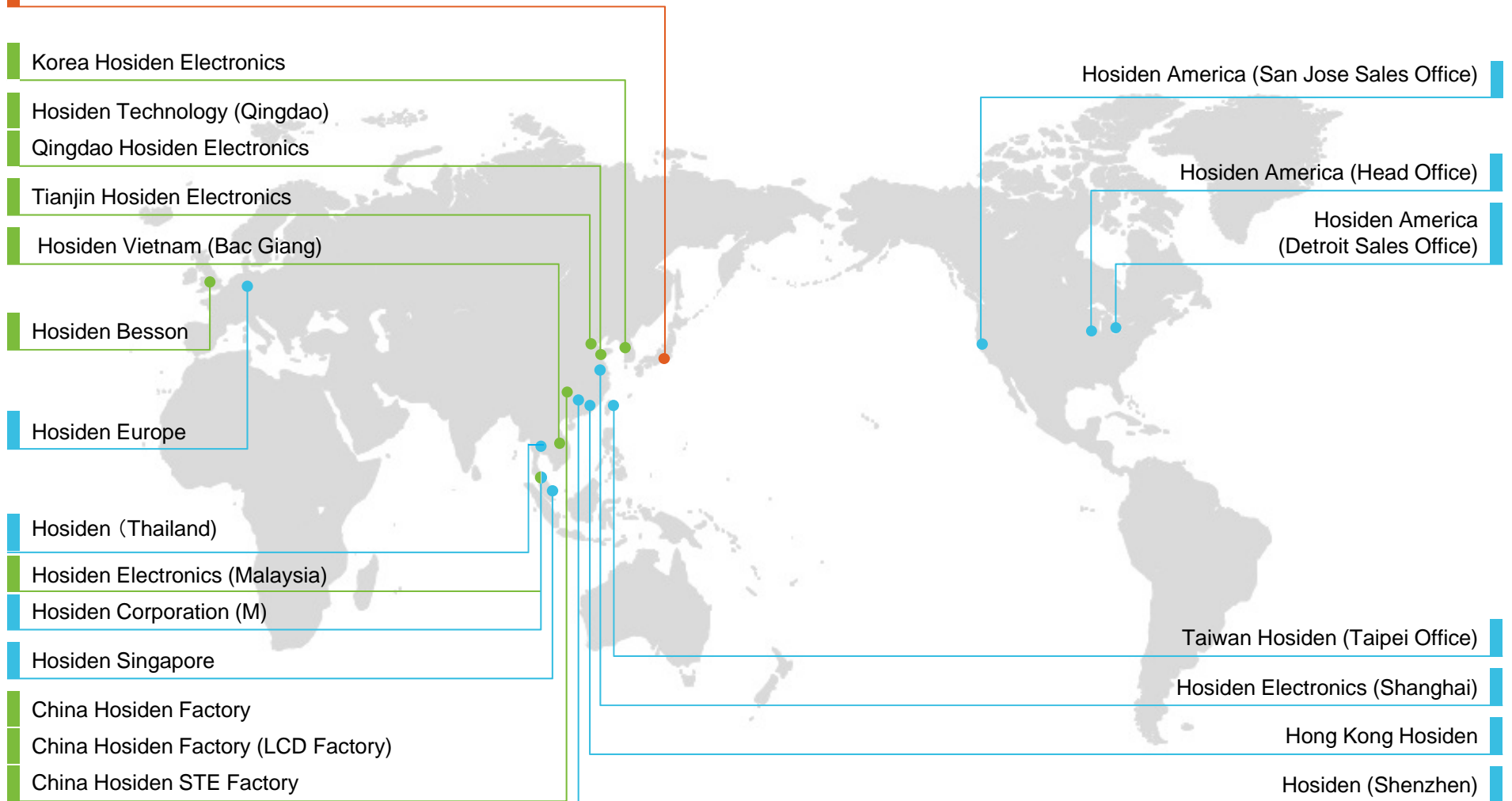
# Hosiden Global Network

Overseas Sales & Marketing

## ▶ Overseas Sales Global Network Communication

- Head Office ■
- Sales Division (11) ■
- Manufacturing Division (10) ■

### Hosiden Corporation



# Hosiden Group up to date

Overseas Sales &amp; Marketing

## ▶ Quality and Environmental certification

Certified sites	QMS	EMS	TS16949	TELEC (Bluetooth production)
<b>Head-office</b>	<b>ISO9001</b>	<b>ISO14001</b>	<b>Qingdao &amp; FD TS support site</b>	
Hosiden Tokyo Factory	ISO9001	ISO14001		
Hosiden Service	ISO9001	ISO14001		
Hosiden Besson	ISO9001	ISO14001		
Hosiden Wakayama	ISO9001	ISO14001	FD TS support site	TELEC
Hosiden Plastic	ISO9001	ISO14001		
Hosiden FD	ISO9001	ISO14001	TS16949	
Hosiden Malaysia	ISO9001	ISO14001		
Hosiden Kyushu	ISO9001	ISO14001		
Hosiden Niigata	ISO9001	ISO14001		
Korea Hosiden	ISO9001	ISO14001	TS16949	
China 1st Factory	ISO9001	ISO14001		
China 2nd Factory (LCD factory)	ISO9001	ISO14001	TS16949	
China STE Factory	ISO9001	ISO14001		
Qingdao Hosiden	ISO9001	ISO14001	TS16949	
Hosiden Technology (Qingdao)	ISO9001	ISO14001	TS16949	
Hosiden Seiko	ISO9001	ISO14001		
Taiwan Hosiden	ISO9001	ISO14001		
Tianjin Hosiden	ISO9001	ISO14001		
Hosiden Vietnam	ISO9001	ISO14001		

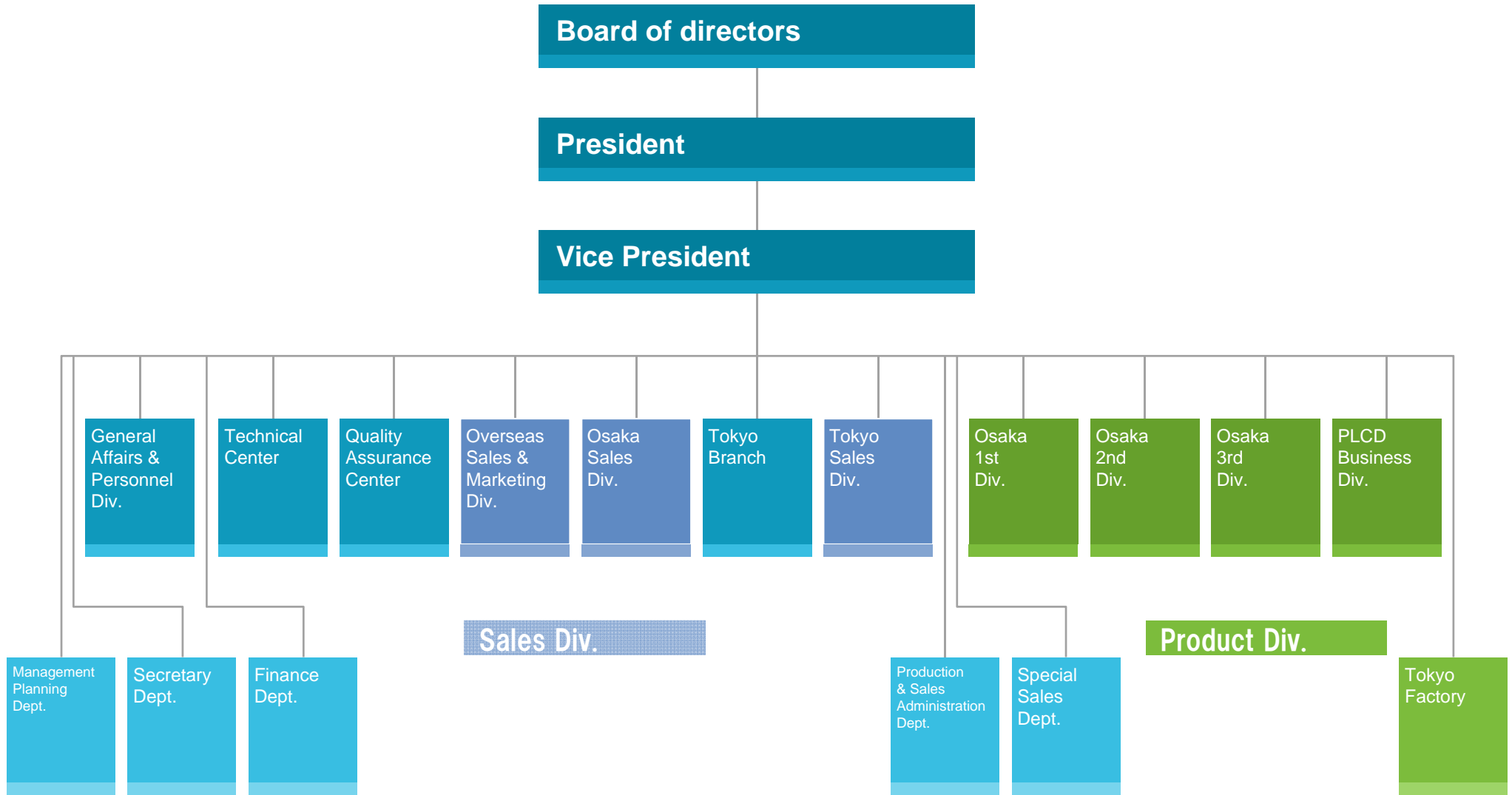


# Organization



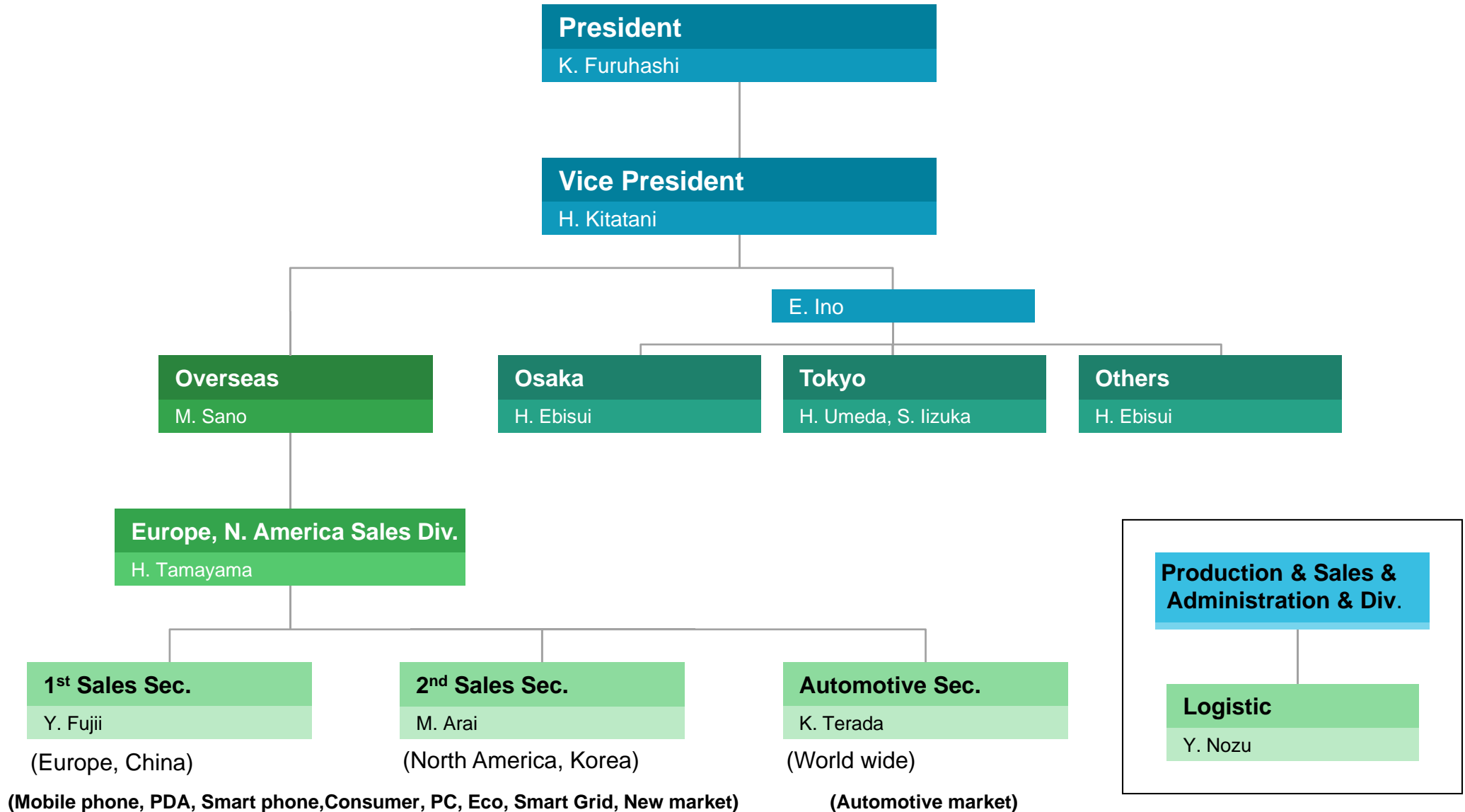
# Organization of Hosiden Corporation

Overseas Sales & Marketing



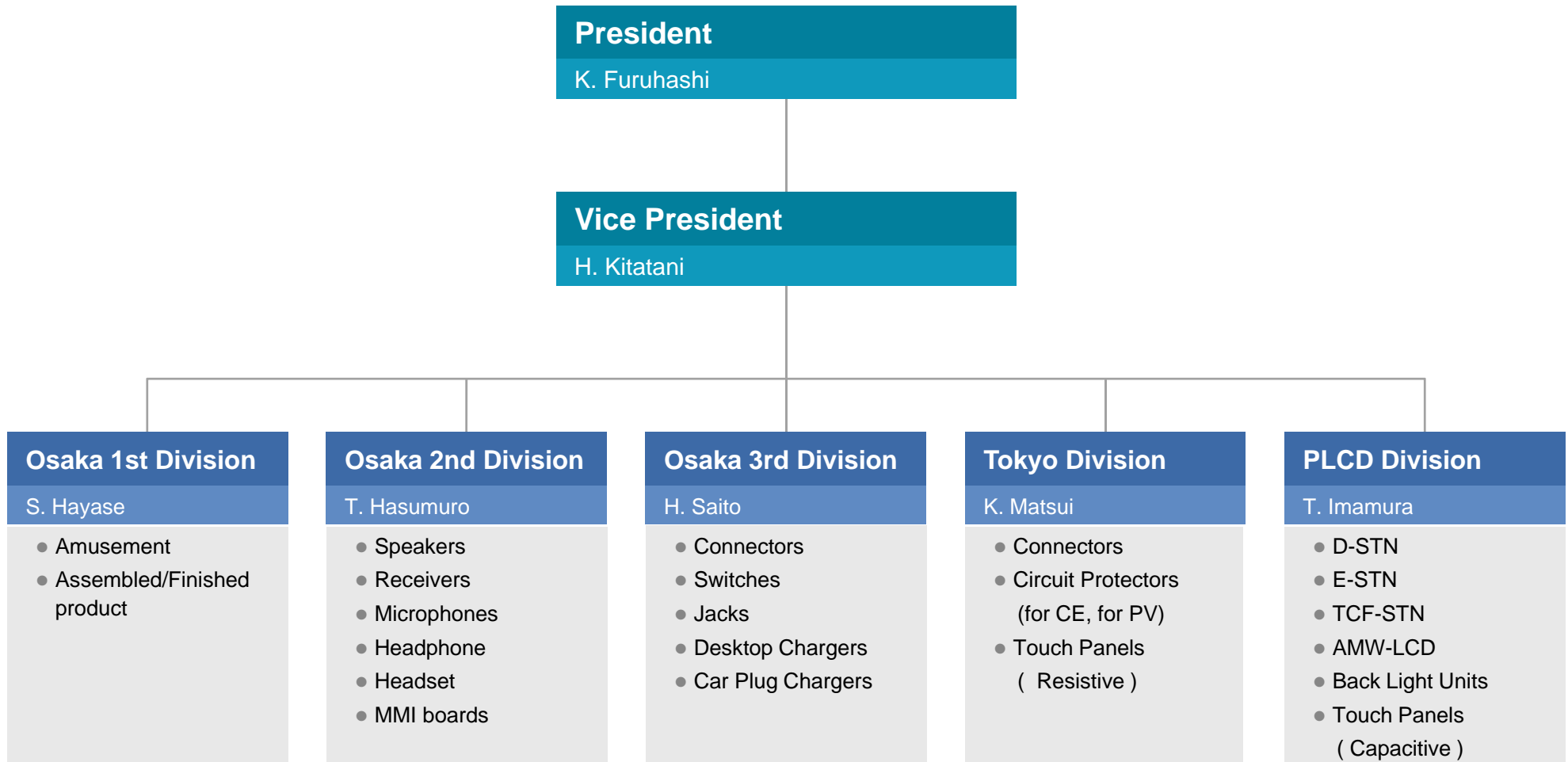
# Hosiden Organization (Overseas Sales and Marketing) for 2013 New!!

Overseas Sales & Marketing



# Hosiden Products – Division

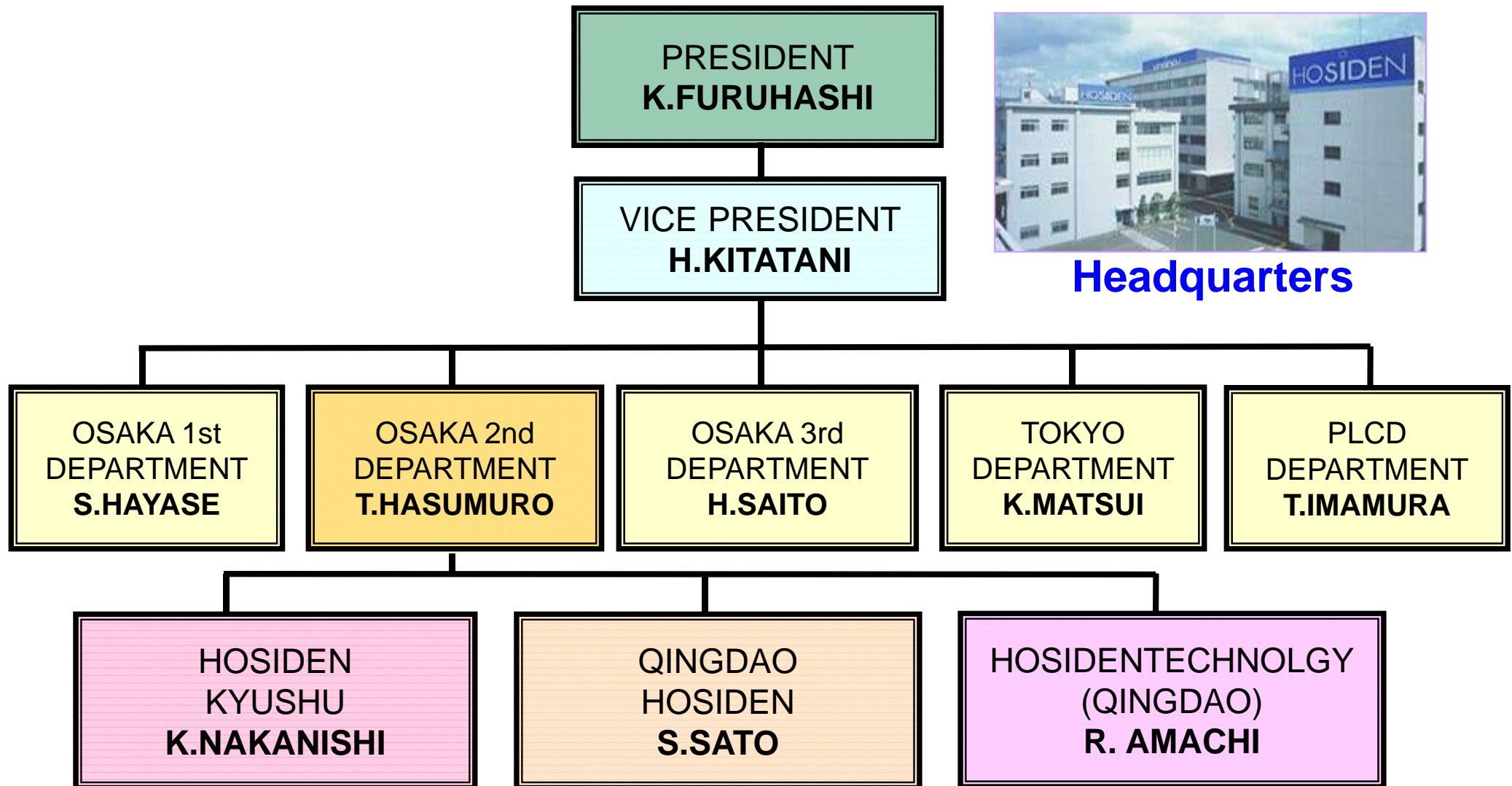
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**Each Division has development engineering section, production control sec., production engineering sec. and QC sec..**

# Hosiden Group Organization

Overseas Sales & Marketing



**Headquarters**



# Hosiden Products



# Mechanical Components

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## Mechanical Components

Connector				Switch	
HDMI Connector	Display Port connect.	PV connector	PV Junction Box	Double Action SW	Control SW
					
Optical Connector	Micro USB connect.	Micro USB plug	Card Connector	Hall Sensor Switch	Slide Switch
					
Receptacle/Plug	Cable assembly	Audio Jack	Solenoid	Room Lamp Switch	Touch panel
					

# Acoustic Components

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## Acoustic Components

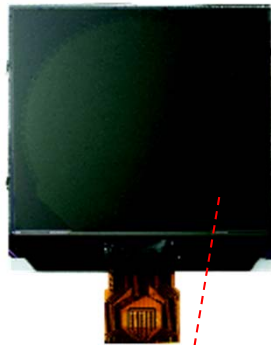
<b>Receiver</b>	<b>Micro Speaker</b>	<b>ECM</b>		
 <p>Water Proof</p>		<b>Analog</b>	<b>Digital</b>	
				
<b>Earphone-Microphone/Headset</b>	<b>Bluetooth</b>		<b>Automotive</b>	<b>MEMS microphone</b>
	<b>Headset</b>	<b>Module</b>	<b>Microphone Assy</b>	<b>Speaker unit</b>
				
				<b>Analog</b>
				<b>Digital</b>
				

# LCD

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## LCD Module

STN LCD module



AMW LCD Module



MVA LCD module



LCD module for 3D glasses



# Assembly Products

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## Assembly

<p>IR Headphone</p> 	<p>Surround Headphone</p> 	<p>Headset w/ N-Cancel</p> 	<p>USB rapid charging AC adaptor</p> 	<p>EV Supply Equipment</p> 	<p>LED Assy</p> 
<p>BT Headset</p> 	<p>Stereo BT headphone</p> 	<p>BT Waterproof Spk</p> 	<p>BT Low Energy Module</p> 	<p>Zigbee Module</p> 	<p>ANT Module</p> 
<p>Automobile Mic. A'ssy</p> 	<p>DVC microphone</p> 	<p>Sound field calibrator</p> 	<p>Wireless Power Charger</p> 	<p>WPC Module</p> 	<p>Charger Cradle</p> 

# Other

## Automotive



Resistive touch panel



Capacitive touch panel

## Smart phone



Capacitive touch panel



Self sustaining solenoid



Antenna for mobile



Slide module

\* Custom products



\* Automotive AUX BOX



In home display for smart grid

## Custom Assy



\* Simple radiation counter



\* Blood pressure meter



\* Toy translator for dog language



\* ION generator

# Products

## Game Market

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### Wii U



### 3DS & 3DS LL



### Wii Fit (Balance Wii Board)



# Hosiden Products for Automotive



# Hosiden Products for Automotive

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## Display Parts

LCD

Touch Panel (Resistive & Capacitive)

## Mechanical Parts

Slide Switch for Seat-belt

HDMI-type E connector

USB3.0 connector (ref)

High Speed Data Transfer connectors

Aux-in & Media Box Assembly

Control Switch

Room Lamp Switch

Line Illumination & LED Assembly

## Acoustic Parts

Microphone

Beam Forming Mic.

Loudspeaker

Wireless IR Headphone

## Wireless Parts

Bluetooth Module

Proximity Sensor Module (Proto Type)

Hall Effect Sensor Switch

Wireless Power Charger



# Hosiden Product for Automotive

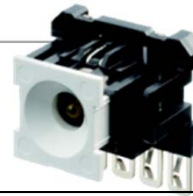
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Automotive speaker



Voice recognition microphone



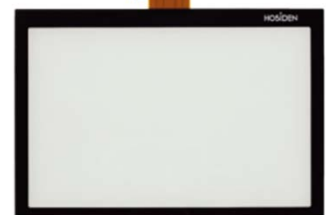
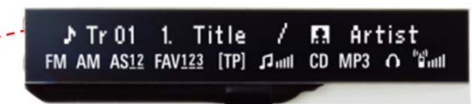
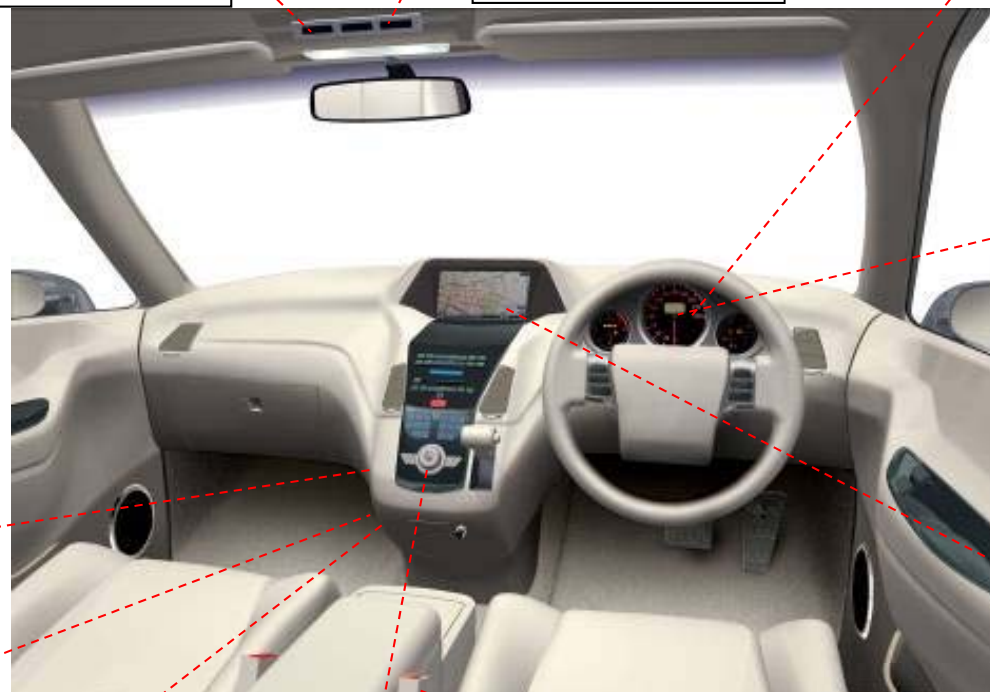
\* Switch for room lamp



AMW LCD module



IR head phone for rear seat



Capacitive touch panel



Water proof connector



HDMI connector (Type E)

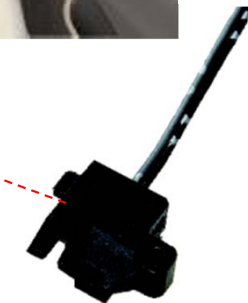


MOST150 OPT connector



\* Automotive AUX BOX

\* Custom products



\* Switch for seat belt

# LCD (1)

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# LCD (2)



O.E.Ms that use Hosiden LCDs in the instrument clusters.



# LCD (3)



O.E.M.s that use Hosiden LCDs in the center consoles.



# Touch Panel

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Lexus



Toyota Alphard



Honda Insight

<b>TOYOTA</b>	 6.5 inch	 6.5 inch	 8 inch
	 6.5 inch	 8 inch	 7 inch
	 6.5 inch	 7 inch	 7 inch
<b>HONDA</b>	 7 inch	 7inch	 7 inch

Resistive Type  
 Glass/Glass type  
 Film/Glass type

Capacitive Type  
 Under development  
 SOP: 2013 Q3

# For Entertainment Part

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### Remote Controller



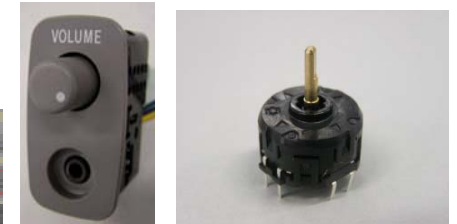
### Control Panel



### Wireless IR Headphone



### Encoder+Push Switch



### Hands free Microphone



### AUX Box



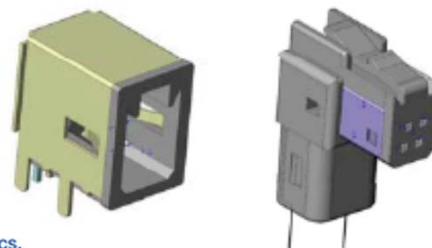
### AUX Jack Connector



### Bluetooth



### 4 Pin High-Speed Connector



### HDMI Type-E Connector



# For Interior Part

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## For Room Lamp Unit



**Slide Switch**



**Push Switch**



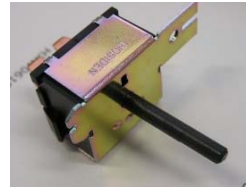
**Microphone**

## For Air Condition

**Control Switch**



**Blow Fan Switch**



## For Seat Belt



**Buckle Switch**



**Hall Sensor Switch**

**Line Illumination**



**Mirror Control Switch**



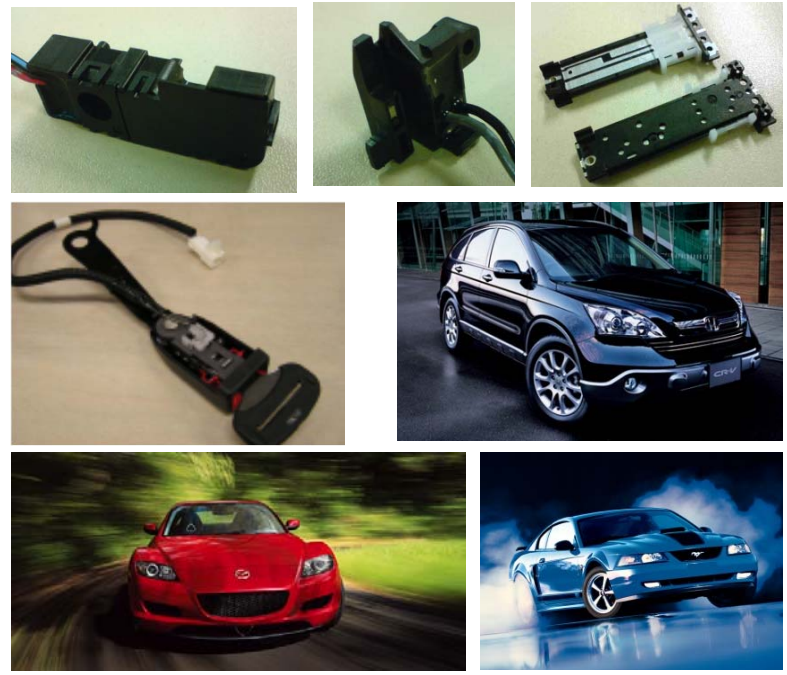
# Automotive & Command Assist 1 Switch & Hall Sensor

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## Samples of Room Lamp Switch



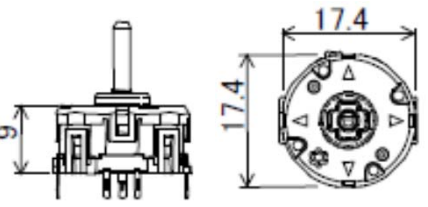
## Samples of Hall Sensor & Mechanical Switch



## Sample of Control Switch



**4 directional & Push Encoder switch (28 position) in Sony MEX-BT5000**



Car Manufactures of Hosiden Switch





# Automotive & Information Assist 2 Microphone, IR Head Phone, Connector

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## Hands-free Microphone



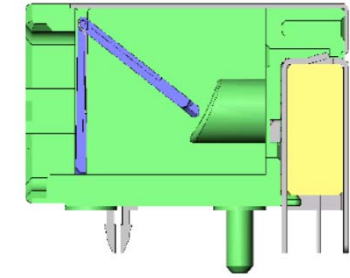
GM ONSTAR MIC.



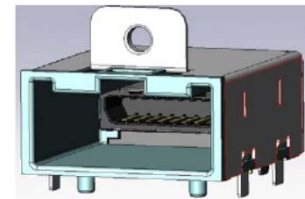
GM IR Headphone



## MOST connector



## HDMI Type-E Connector



## Hands-free Speaker



## 4 Pin High-Speed Connector



Speaker for Warning

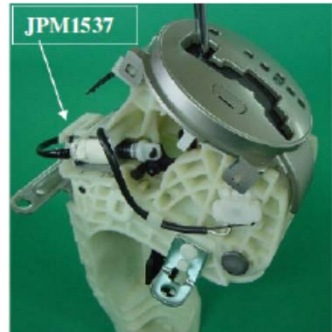
# Automotive & Command Assist 2 Solenoid & Touch Panel

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## Samples of Solenoid



Size: 26.2(H) x 22(W) x 36.1(L)mm  
Power: DC8V – DC15V  
Op. Temp.: -40 to +85°C  
Life: over 600k times  
Op. Sound Pr.: 43dB Max.



Production Qty of Solenoid: 3.5M pcs in 2007

## Car Manufacturer of Hosiden Solenoid



## Sample of Touch Panel

6.5 inch G/G



7 inch G/G



8 inch G/G



## Car Manufacturer of Hosiden T/P



# LED Assembly Unit(1)

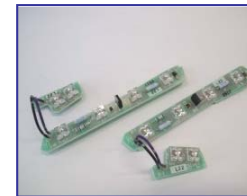
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Drive@earth



FPC+Chip LED



Rigid PCB+LED



Photo : ボディーカラーはパールホワイト(Z7T)

# LED Assembly Unit(2)

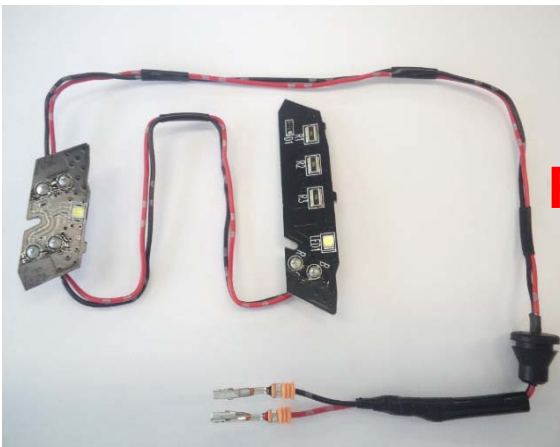
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## LED for Front Grill



**FIT** GENUINE ACCESSORIES



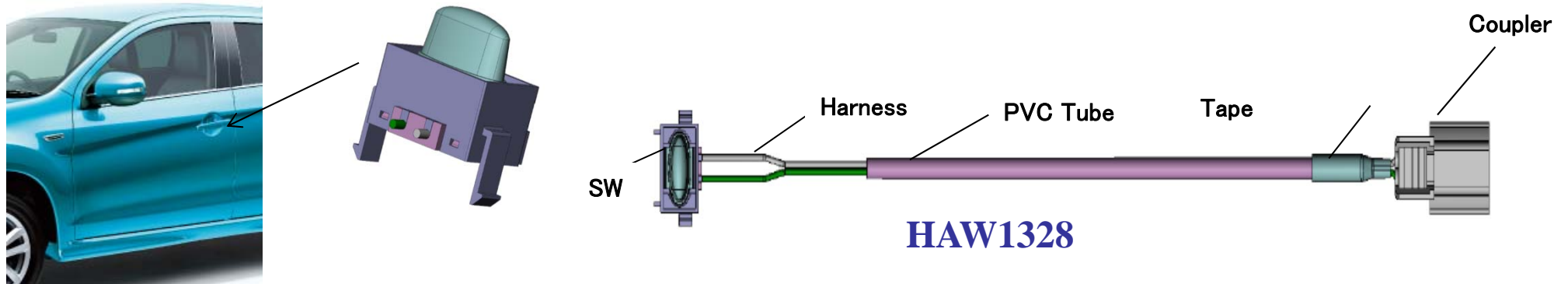
### PCB Assy with LED

(HUW2177-010010)

White LED is loaded: Fixed resist of long side electrode type is adopted considering heat design.

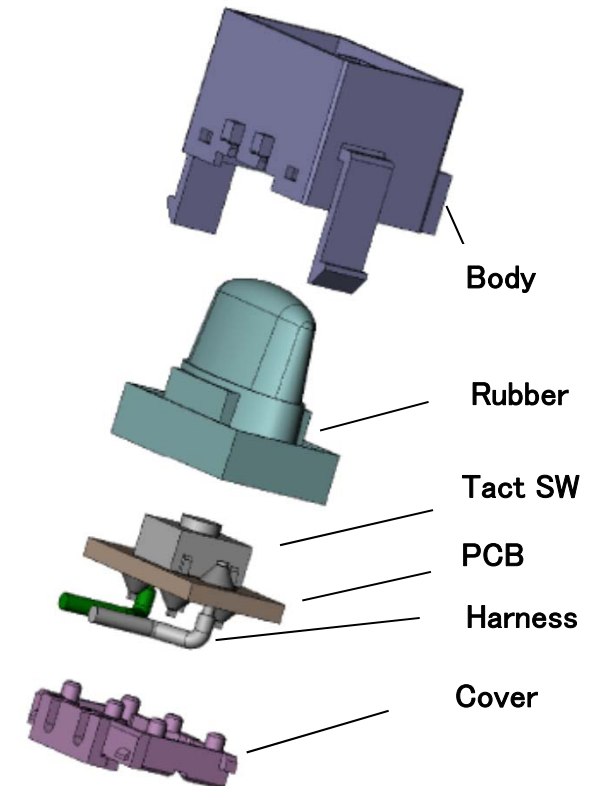
# Request Switch

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## <Features>

- SW for door-locking at door handle area
- Water-proof by potting
- Tube, Coupler, Terminal, Harness assembly product
- DC5V,8.9mA / Stroke:0.8mm
- Force:3.7N / Life Cycle:50,000 times
- Outline size:21mmX62mmX57mm
- Adopted for Mitsubishi RVR /Mass production



Custom

# Wireless Power Charger (1)

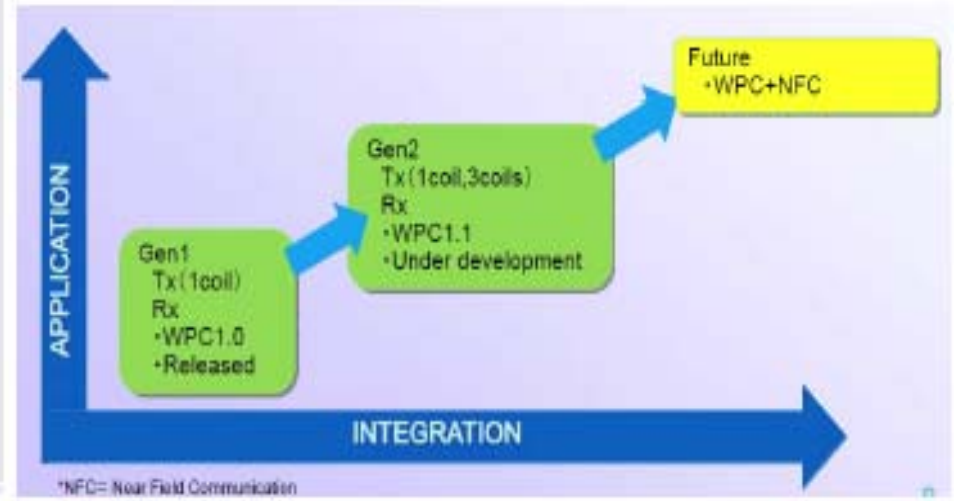
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**As a member of WPC  
(Wireless Power Consortium)  
Hosiden offers  
"Qi" conformed  
charger module**

**Power Transmission Efficiency**

Point ① : 70% (5V/1A burden)  
 Point ② : 65% (5V/1A burden)  
 Point ③ : 70% (5V/1A burden)  
 ※Hosiden Rx module  
 ※DC/DC converter efficiency (80~90%) is TBD.



## *Automotive Application Module Development*



*Developing charger (Tx) for automotive  
Installation in center console and glove box*



\* Photos: image only

Electric Vehicle Charger Plug & Cable Ass'y  
start supplying in 2012 for the specific EV project in Japan.

- Type-1 EV Charger Plug
- Power Plug to the Home Power-Source
- Voltage Control Box (with minimized size by Optimized Regulator)





**Thank you so much!!**

**HOSIDEN**

**Hosiden Corporation**

Head Office

4-33, Kitakyuhoji 1-Chome, Yao-City, Osaka 581-0071, JAPAN

Phone +81-729-93-1010