

For Immediate Release

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DENSO to Participate at the 18th ITS World Congress 2011

--The Company also to Demonstrate Connected Vehicle Technology--

SOUTHFIELD, Mich. — DENSO Corporation will exhibit at the 18th World Congress on Intelligent Transport Systems 2011, at the Orange County Convention Center Orlando, Fla., Sunday, Oct. 16, - Thursday, Oct. 20. DENSO is exhibiting on the main floor where it will showcase its Intelligent Transport Systems (ITS) products and technologies, which connect people, vehicles and society. Also, DENSO, in collaboration with Econolite Group, Inc., will demonstrate Connected Vehicle Technology in the Safety Village, which is part of the World Congress Technology Showcase.

Main Floor Exhibit:

DENSO's exhibit is based on the company's vision of *Three Connects to Achieve Three Ideals*, which connects people, vehicles and society to help achieve an automotive society that is Earth-friendly, safe, and offers an exciting driving experience.

The main exhibit feature is a futuristic cockpit simulator that incorporates products and features that DENSO envisions for 2021. The simulator allows visitors to experience several concept technologies, such as an autonomous collision-avoidance system that uses sensors and vehicle-to-vehicle and vehicle-to-infrastructure communication (V2X) technologies, a system that provides real-time and customized information based on the drivers' wants and needs, and a charging status that tells the driver when their electric vehicle is automatically charging.

Other features will include DENSO's drowsiness monitoring technology, which detects the condition of a fatigued driver by analyzing facial expressions. DENSO also will showcase technologies that integrate Smartphones into a vehicle, such as an on-board device that lets the driver safely use Internet radio, destination setting, and other applications while driving, as well as one that can connect with different types of Smartphones.

Safety Village Demonstration: Connected Vehicle Technology

DENSO International America, in collaboration with U.S.-based traffic control equipment manufacturer Econolite, will participate in a live Connected Vehicle Technology demonstration. As

part of the Technology Showcase at the Safety Village Pavilion in the parking lot adjacent to the convention center, DENSO and Econolite will demonstrate Intersection Safety and Mobility on public roads.

During the demonstration, DENSO will show how V2X technology can help reduce or prevent vehicle collisions. Also using the same V2X technology, DENSO will demonstrate its:

- **Connected Signal Assist** - The vehicle communicates with the traffic light to adjust the timing of the signal so the driver doesn't needlessly stop and idle.
- **Connected Green Wave Advisor** – The traffic signal communicates the light's timing to the in-vehicle device and then can advise the driver what speed, within the legal limit, they should drive to make all the greens. Both technologies are intended to help ease traffic congestion, as well as help reduce engine stop/starts, in turn saving fuel and reducing emissions.

Technical Presentations:

DENSO also will present seven technical papers throughout the duration of World Congress. Five of the technical papers represent DENSO's Connected Vehicle Technology efforts from Japan, Europe and the U.S. Click [here](#) for the ITS World Congress Technical Paper schedule.

At the ITS World Congress, people from ITS-related research institutes, companies, and governments around the world will present their papers, lectures, and technologies, and participate related activities. Since its inception in Paris in 1994, the World Congress has been an annual event hosted by Europe, the Asia-Pacific region, and the United States on a rotating basis.

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, electric, 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 35 countries and regions (including Japan) and employs approximately 120,000 people. Consolidated global sales for the fiscal year ending March 31, 2011, totaled US\$37.7 billion. Last fiscal year, DENSO spent 9.3 percent of its global consolidated sales on research and development. DENSO common stock is traded on the Tokyo and Nagoya stock exchanges. For more information, go to www.globaldenso.com, or visit our media website at www.densomediacycenter.com.

In North America, DENSO employs more than 13,000 people with consolidated sales totaling US\$6.4 billion for the fiscal year ended March 31, 2011.

Overview of the 18th ITS World Congress

1. Period: Sunday, October 16 to Thursday, October 20 (the exhibition will be held from Monday, October 17)
2. Venue: Orlando Orange County Convention Center
Official website: <http://www.itsworldcongress.org/>
3. DENSO booth location: Booth No. 1925



DENSO Booth Image

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