

Market Forecast for Drive Recorders

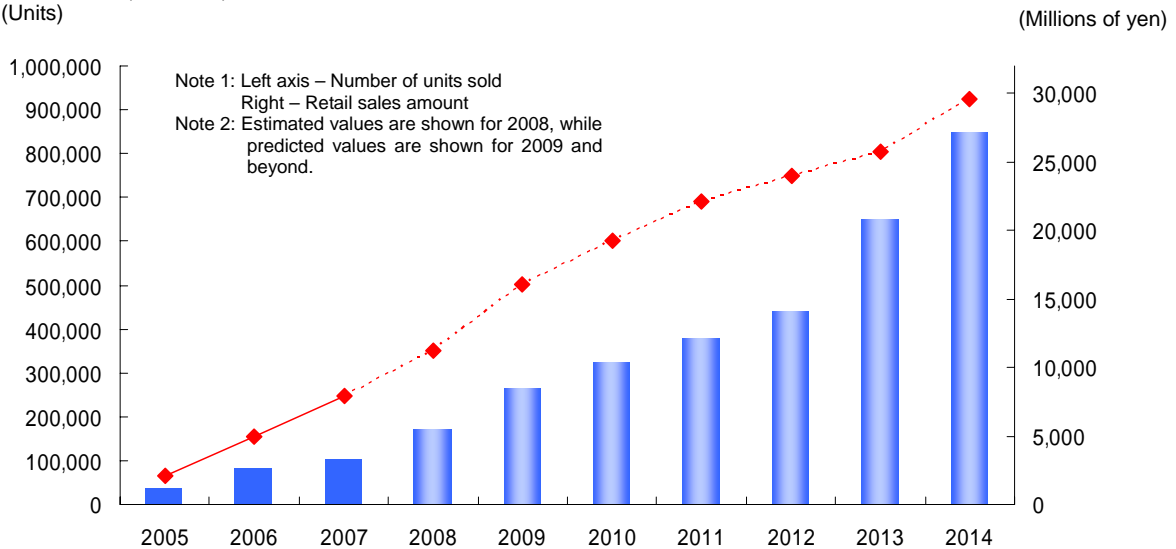
1. Drive Recorder Applications

In most cases, drive recorders are used in commercial vehicles to record data when problems arise or accidents occur. However, the range of applications is expected to expand in order to increase efficiency for lower emissions and improve safety.

- (1) Improve Fuel Efficiency
Reduces fuel consumption by analyzing the driving conditions (e.g. idle, starting).
- (2) Promote Safer Driving
Analyzes various Used to implement safe driving education by means of analyzing the state of near-miss events such as rapid acceleration, sudden braking or sharp turns or traffic accidents.
- (3) Travel Record for Commercial Vehicles
Used to improve travel efficiency by analyzing traffic jams based on records such as travel route and vehicle speed.
- (4) Security
Used for the purpose of monitoring the vehicle for interior theft or suspicious individuals.

2. Drive Recorder Market

Future Forecast (Domestic)
(Units)



Source: "2008 Drive Recorder Market Survey Results" published by the Yano Research Institute, Ltd. (November 20, 2008)

3. Drive Recorders for Lower Fuel Consumption

A number of activities are currently underway to promote energy conservation in the automobile industry with a target improvement in fuel efficiency^{*1} of 20%. Provisional calculations also indicate that if improvements in energy-conserving driving technology become widespread, ① CO₂ emissions will be reduced by over 30 million tons and ② the economic effects is expected to be in the neighborhood of 1.4 trillion yen in Japan alone.

<Application Example> "Drive Recorder for Eco-driving"

The construction of a WEB system, in which a drive recorder continually assesses the driving parameters and provides guidance to the driver in the form of real-time information, a summary when the vehicle is stopped, and data uploading for review.

It is highly likely that the economic effects resulting from the popularization of drive recorders and the construction of an eco-driving system will be substantial. ROHM is ideally positioned to provide ICs in preparation for the expected expansion in drive recorder applications.

*1: Calls for at least a 10% improvement in fuel efficiency with soft accelerator e-start, a 5% improvement in fuel efficiency by suppressing target speed by 5km/h, and a 20% improvement in fuel efficiency due to the elimination of engine warm-up and unnecessary idling. (Taken from the Japan Energy Conservation Center Activities)

*2: Provisional calculations assume an average fuel consumption of 10km/l based on an average annual distance of 8645km for 7920 automobiles owned in Japan (data published by the Ministry of Land, Infrastructure, Transport and Tourism). The calculations described in the report manual prescribed by the Ministry of Economy, Trade and Industry was used for CO₂ emissions.