

# Title : Advanced Security System with Automotive Technology

自動車技術を先進セキュリティへ

Subtitle: For living security, community and society

暮らしの安全・安心に貢献

8 challenge domain *DENSO New Biz*



OTAGAI

## Micro grid

Realization of a low carbon society



## Micro algae

A non-fossil fuel



## Electric assistance



## Agriculture support

Food safety and reliability



## Cold Chain



## Security



## Health Care



## Total Life Support



Company name : DENSO CORPORATION

Samurai Name : MASAHIKO ITO

YASUHIRO NAKAO

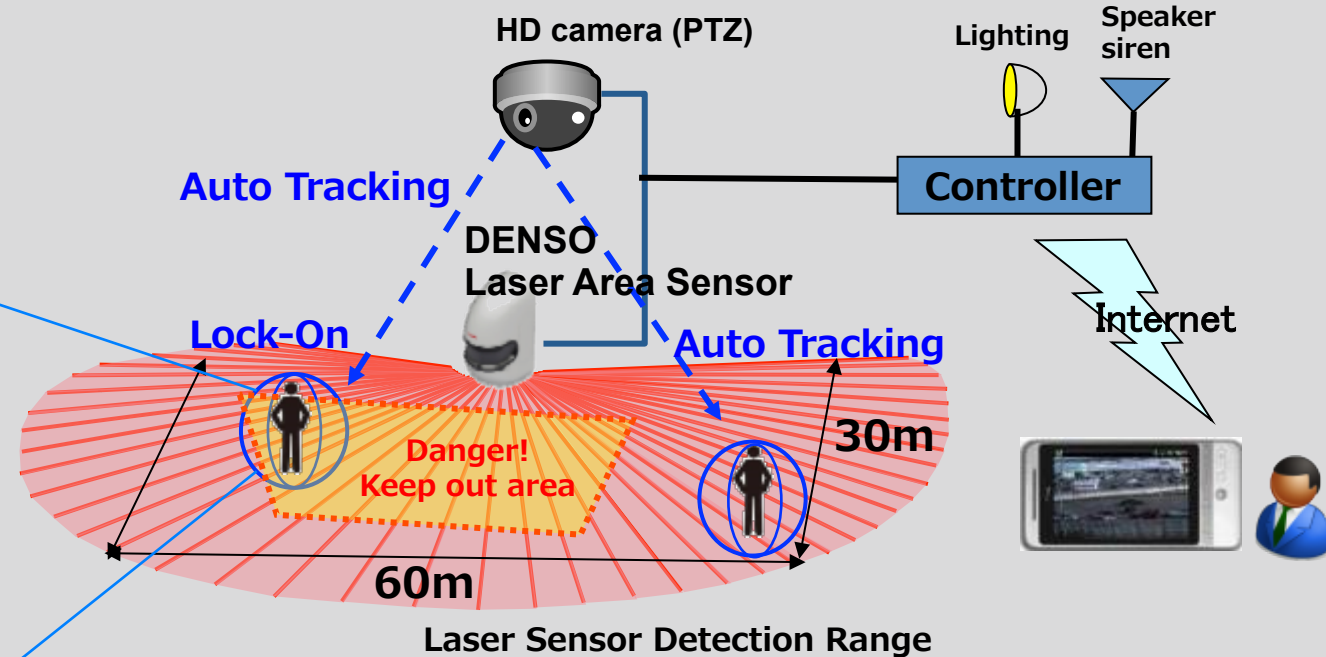
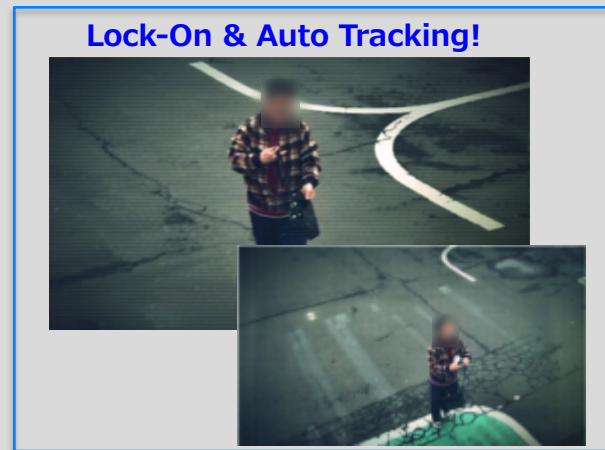
23 Sep. 2015

# 1. Contribution to Thailand

1. Establish a national image of security and stability to the world for eliminating riots and terrorism  
→ Intruder monitoring 24hrs 7days in significant areas  
・ 社会情勢への安心感醸成、暴動撲滅 → 特定重要エリアの侵入者を昼夜監視
2. Secure high value national heritage sites (incl. factory industry) in Thailand by an innovative security system  
→ No false alarms and high reliability to prevent intruders  
・ 重要/貴重施設の防犯、警備の確実性 → 誤報を無くし防犯、警備の信頼性向上
3. Utilize human resources for all industries with current level of manpower  
→ From “human” to “machine guard” in the future, effective utilization of human resources  
・ 人材の有効活用により、他産業社会の活性化 → 人的警備から機械警備人材有効活用



## 2.Selling Point



### ■ What is the Laser Area Sensor?

Scanning laser light that auto tracks the location of a detected intruder by calculating response time of the reflected light and angle.



Contribute to build a secure society in Thailand by our advanced security systems developed from our technology in automobile collision-avoidance



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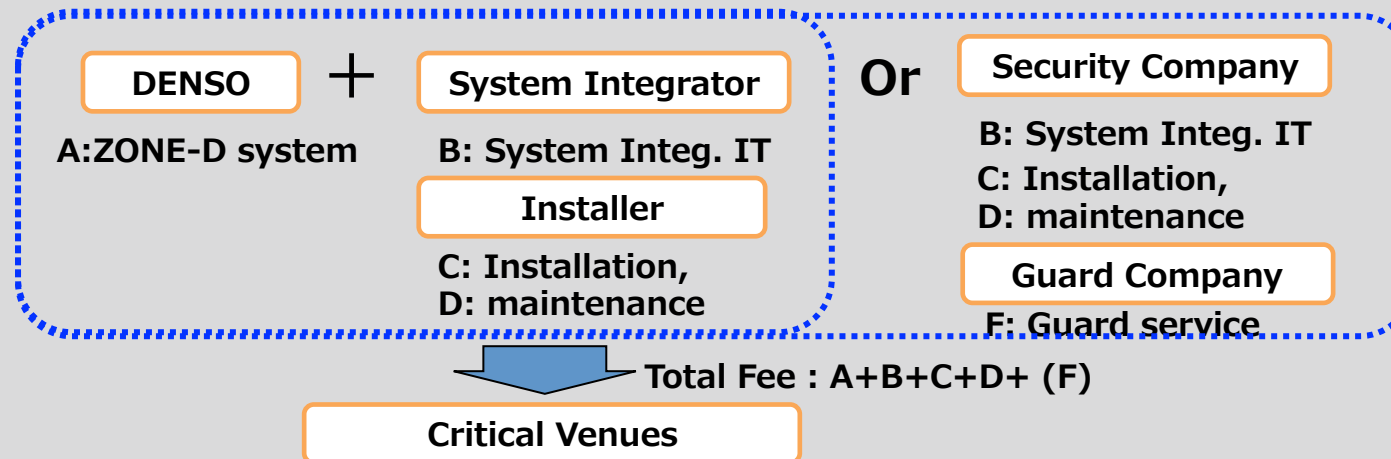
## 3. Spirit of OTAGAI

### Anticipated Innovation

1. **Establish a strong and secure image for Thailand.** 国家安全イメージの定着。  
to prevent intrusions to government venues, reservoirs and airports.
2. **Keep national heritages and resources secure.** 文化遺産観光資源の保護。  
to be able to identify the criminal responsible for any damage.
3. **Stable logistics and enhanced consumption.** 安定流通と消費促進。  
to prevent theft of high value products, parts and merchandise.

### Business Model

- Ask the Thai Government to provide us with installation point of ZONE-D
- Ask private companies to collaborate with us to integrate security system



Trial at Tomato glasshouse in Japan





## 4.Summary (まとめ)

- 1. Contribute to build a secure society and living in Thailand**  
タイ国の暮らしの安全・安心に貢献します。
- 2. DENSO is the only company that can utilize detection sensing technology for a security solution**  
移動体センシング技術をセキュリティソリューションに活かすことは、デンソーしかできません。
- 3. With collaboration with system integrators in Thailand, we would like to set up this advanced security system to government venues and private venues throughout Thailand**  
タイ国のセキュリティシステムインテグレータの協力を得て、高性能な侵入監視システムを政府施設はじめ重要な民間施設へ設置していきたい。

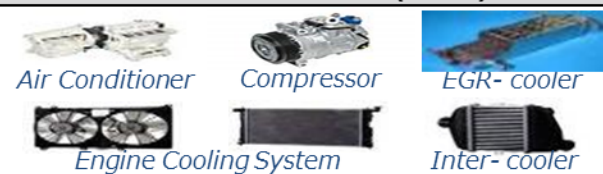


## 5. Company Information



<b>Established</b>	December 16, 1949
<b>Capital</b>	187.4 billion yen (US\$1.6 billion)
<b>Net sales</b> Consolidated basis	4,309.8 billion yen (US\$35.9 billion)
<b>Net income</b> Consolidated basis	331.4 billion yen (US\$ 2.8 billion)
<b>Employees</b> Consolidated basis Non-consolidated basis	146,714 38,493
<b>Consolidated subsidiaries</b> (Japan 61, North America 28, Europe 35, Asia/Oceania 58, Others 6)	188
<b>Affiliates under the equity method</b> (Japan 13, North America 4, Europe 4, Asia/Oceania 12, Others 2)	35

### THERMAL SYSTEMS (31%)



### MOTOR (7%)



### POWERTRAIN (35%)



### NEW BUSIENSS (3%)



### ELECTRONICS (9%)



### INFO. & SAFETY (15%)



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