

Attachment

About Car Navigation and Telematics

The increasing enrichment of mobile applications and the transition to higher-speed, flat-rate mobile services is leading to the growing use of smartphones for in-vehicle telematics services, including reasonably priced basic navigation.

DOCOMO, as part of its planned introduction of extra-high-speed LTE mobile broadband services that will work with a wide variety of mobile devices, has been developing related services for in-vehicle use to provide users with convenient, real-time location-based information anywhere and anytime.

Pioneer, which provides both end users and automobile manufacturers with car electronics products that enrich the in-vehicle experience, has earned high praise for its *Carrozzeria* car navigation system. *Carrozzeria* is integrated with Pioneer's Smart Loop telematics platform, which informs drivers about traffic congestion for enhanced route guidance, as well as helpful information provided by other drivers. Leveraging this expertise and know-how, Pioneer is now developing in-vehicle services that will enable smartphones to function as full-fledged wireless car-navigation devices. At the same time, the company is developing car electronics products that will integrate seamlessly with smartphones and other communications devices.