

"High performance laminated TV diversity antenna"

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■General

Yokowo has developed a high performance and high sensitivity laminated TV Diversity antenna. This product is starting to be supplied into the OEM domestic and overseas market in September 2002.

■Market projection

Demand of TV diversity antenna normally depends upon the popularization of the spread for car navigation diffusion. Since car navigation manufacturer marketing new products such as latest "Internet Navigation" which use DVD, HDD, the cellular phone and the communication module, the number of sales which 1,900,000 in 2001 expects that it reaches 2,200,000 in 2002.

In these numbers, it is anticipated that the demand of this TV diversity antennas is 1500K in 2001 and 1700K in 2002. It is foresee consistent growth in the future.

Formally, external installation antenna was main products in market due to stable receiving sensitivity in weak and middle electric fields. However, the external installation antenna has problems which is spoiled the exterior of car design and wiring, folding, bending, rust caused by projecting antenna element structure.

Since diversity antenna was marketed, Yokowo, as an antenna specialist, has supplied various products, with unique and advanced technology. In response to the above market's improvement requirement, we previously released an internal rear window installation TV diversity antenna "YOZ-50325" for the solution of folding, bending, rust problem and damage of car exterior. Furthermore we developed front window installation "Laminated antennas" which achieved the simplify installation and excellent design (Good visibility, miniaturization).

By the installation position change from rear to front window, it has achieved the simplification of the wiring, evaded the influences such as the pure glass antenna and heat ray.

■Product features

- Pass the security standard of road transportation vehicle, Japanese Automobile standard organization (JASO).
- Available to install the front window.



- Though a past product does the earth installation by the vehicle processing with a special tool of the drill etc, our new product enable to be installed easily even if those tools are not used at all.
- By adopting the new earth structure which demonstrate the stable performance, it secure the equal receiving sensitivity level to external installation type antenna in VHF to UHF band by its an own antenna pattern, best installation layout.

■ Cost

- Compared with the past conventional internal installation antenna, developed new low cost film element and cable with amplifier, and our process production in our China factory enabled to achieve the greatly cost reduction.

This product has two types as a standard model, one has 3ch (TV exclusive use) and the other one has 3ch+VICS (for multiple FM).

As mentioned above, it matches the market requirements in the design, installation simplicity, the performance and the cost, therefore we have received very positive reactions from major Navigation manufacturers and Vehicle manufacturers.

We target to expand the market share with this new series as the main product of diversity antenna and have planned to start mass-production in September 2002.

And expand the production capacity to 20K monthly from spring of 2003.

Enquiries about this new release to:

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