

Yokowo's original, "The Micro Antenna". Its adoption is expanding worldwide and delivery to overseas major auto manufacturer will start soon.

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■ Summary

An adoption of the Micro Antenna originated by Yokowo Co., Ltd. is decided in Hyundai/Kia Motor (Korea). A delivery will start in beginning of year 2004, and annual OEM production volume of 600,000 is expected.

■ Outline of "The Micro Antenna"

The Micro Antenna is the AM/FM vehicle-mount receiving antenna, which has a mast of 20cm in length. In contradiction to the ordinary antennas, which must have 100cm mast, the Micro Antenna has particularly shortened mast and its design is streamlined. Additionally its performance is on a level with the ordinary antennas. We developed and released ahead of other antenna manufactures in 1994.

The Micro Antenna Characteristics

1. Durable thus maintenance-free since the mast adopts elastomeric material to be flexible. It is break-proof against exoteric stress caused by car washing or parking.
2. It is Self-contained Antenna. Thus, tuning processes against individual models are not required unlike glass antennas. This brings shorter development period and ease of cross development.
3. GPS/Tell antenna integration is feasible since the mast is adequately short.

The Micro Antenna has a good reputation among designers and engineers in auto manufactures, and one fourth of domestically manufactured vehicle adopts this type of antenna currently. It is very popular.

Our accumulating total shipping volume to Japanese auto manufactures is over 300,000 and it is at the top in the market.

■ Our future plan

In the meantime, deliveries of the Micro Antenna, which we overcame the difficulties caused by regional forms of radio wave and then developed, to Japanese auto manufactures in overseas have gotten into full swing. This penetration is also a result of our aggressive sales promotion. Under the circumstances, our Micro Antenna gains recognition worldwide with this overseas auto manufacturer's adoption and in addition, it is expected that adoption by other auto manufactures will be accelerated. We will push forward more aggressive sales promotion.

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