

**The high performance "laminated TV diversity antenna"
received exceeds expansion order**

Yokowo Co., Ltd.
7-5-11 Takinogawa,
Kita-Ku Tokyo, Japan
Tel : 03-3916-3111 (Rep.)

■ Summary

The high sensitivity and high performance "laminated TV Diversity antenna" was released in market last September that was obtained high evaluation and received exceeds expansion order from market. Since its original anticipation was gained, production organization was reinforced in this time.

■ Background

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 will be anticipated to expand 2,500,000 in 2003.

■ Our Business

Since diversity antenna was marketed, Yokowo as a antenna specialist, has supplied various products, with unique and advanced technology. This laminated TV Diversity antenna for front window installation type has developed to use Yokowo internal anechoic chamber due to design of Hi-sensitive antenna and check of fixing performance against various vehicle.

Performance has improved almost same level as external conventional type, Moreover, also in the cost side, the integrated production in the China factory (*1) of our company has realized large cost reduction compare to conventional indoor type (The product feature is referring to the following).

The big response had been obtained after released in the market from major set makers and after market Division of car maker as a highly efficient antenna which matched the market needs <the improvement point in attachment and design (miniaturization of size and improvement of visibility)> to the conventional external type.

The order received has gained 30,000/Monthly orders received in May from the car maker car navigation maker etc. In rapid increase by the positive sales promotion activities after the domestic and-outside-the-country market OEM supply start for in line . Yokowo has newly installed the production line in China factory which is producing and reinforced due to meet increasingly of order , and now starting supply to the market .



Moreover, while much more order-received expansion of the supply start of the laminated TV antenna with our original car-navigation system also being planned that will be expected expanding sales to OEM from now on and considering construction of the further production increase organization, sales promotion activities are scheduled to be strengthened much more.

■Product Features

- 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 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.

*1 Dongguan Yokowo Electronics Co., Ltd.

Enquiries about this new release to:

VCCS Div.

Tel : +81-3-3916-3113