

## **High performance TV antenna for vehicles (The ground wave digital broadcasting) into the market**

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### ■ Summary

Yokowo has developed the ground wave digital broadcasting TV antenna for vehicles with high performance & sensitive and has started OEM supplying since June 2005.

### ■ The ground wave digital broadcasting

The ground wave digital broadcasting has been started since December 2003 from three metropolises (Tokyo, Osaka, and Nagoya), and will be expanded to all major Japanese cities by end of 2006. Japanese government is planning to stop current ground wave analogue broadcasting by July 2011 so that only the ground wave digital broadcasting will be in Japan by then.

The ground wave digital broadcasting creates many channels and high quality pictures & sounds. And it meets the interactive media and stable telegraphic environment.

### ■ Yokowo R&D

Yokowo is the leading company of the vehicle antennas. We have our own special antenna technologies since vehicle has had TV antennas in the history so that we have strong antenna line-up.

Regarding digital TV antenna, we have done actual running tests to meet high antenna structure and installation performance under our own vehicle anechoic chamber.

As a result, corresponding digital TV antenna for vehicles, we have achieved our target to develop good design, suitable costs, and installation performance, and have successfully improved our product performance to adjust to digital broadcasting by changing the frequency (UHF band) to meet all market needs.

### ■ Product performance

Our new developed product (Digital TV antenna for vehicle) realized high sensitive performance by using dielectric elements. And we are the first as an automobile TV antenna in automotive industry to use Eco-cable (\*1) is good for the environment. There are internal and external cables that show in below.

\*External diversity rod antenna type

(Characteristic)

We are the first in an automotive industry to use an amplifier built-in cable.

\*Film antenna on vehicle front windows type

(Characteristic)

It has small dielectric element built-in an amplifier.

This small antenna does not have any films on.

These both antennas have been in the market after we had high evaluation from Japanese system and automotive companies.

■ Our future plan

We have produced our products in our China plant that has consistent production, and expected business increasing based on the digital demand from analogue. We are planning to have US\$5 million sales per year by Year 2005 and US\$10 million sales per year by Year 2006.

Regarding our digital TV antenna for vehicles, we are expecting business increasing so that we have ranked the digital TV antenna for vehicles as our primary products, and strengthen to expand our business.

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\*1 Eco-cable = Without PVC cable

Cable without PVC (Polyvinyl Chloride)

\*2 Dongguan Yokowo Electronics Co., Ltd.

Established: On May 1994

The Seat: Liao Bu Town, Dongguan City, Guangdong Province, China

Producing: Diversity antenna for automobile TV

Film antenna for automobile TV

Spring connectors

Cellular phone antenna

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Enquiries about this new release to:  
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