

December 17, 2014  
HI CORPORATION

## HI will participate in “Automotive World 2015, The 3rd Connected Car EXPO”

HI CORPORATION (“HI”), in Meguro, Tokyo, which president is Kazuo Kawabata, together with its subsidiary, U’eyes Design Inc. (“U’eyes Design”), in Tsuzuki, Yokohama, Kanagawa, which president is Haruhiko Urokobara, will participate in “Automotive World 2015, The 3rd Connected Car EXPO”, a trade show for automotive technologies held in Tokyo Big Site from Jan 14 (Wed) to 16 (Fri) 2015.

Automotive World 2015 Official Website: <http://www.automotiveworld.jp/>

“Automotive World 2015” is a tradeshow for technical consultations and business opportunities of auto manufacturers and suppliers. The number of exhibitors will be up to 690 this time: one of the largest events relevant to auto industries in the world.

HI and U’eyes Design will participate in “The 3rd Connected Car EXPO” where various types of solution and service for automobiles such as telematics service, driving management system, map/traffic/weather data and music/video distribution service, etc.

HMI(Human Machine Interface) technology for the In-Vehicle Infotainment (IVI) has been significantly improving. In order to meet various requirements in this field such as “Security and Safety,” “Attractiveness,” and “Quality in Use,” HI and U’eyes Design will introduce various element technologies and development tools as well as the collaborated cases with partners.

Experience the UX design that HI and U’eyes Design have been driving forward and the potentiality of the total development solution for supporting implementation.

### <Automotive World 2015>

E v e n t :	Automotive World 2015 The 3rd Connected Car EXPO [West 4-16]
S c h e d u l e :	January 14 (Wed) to 16 (Fri) 2015. 10:00 to 18:00 (17:00 closed in the final day)
V e n u e :	Tokyo Big Site
Organized by:	Reed Exhibitions Japan Ltd.
Supported by:	SAE International

\*Apply for free invitation ticket from [here](#).

## <Some of the event presentations>

### ■Next generation's in-vehicle HMI (integrated HMI presentation of cockpit)

With external plug-ins, completely authoring all the HMI context motions on the tool of UI conductor (exbeans® UI Conductor).

In-vehicle HMI with full specification of 「R-Car H2」SoC.

Porting in-vehicle contents to QNX OS to show the portability of UI conductor.



High-resolution liquid-crystal display

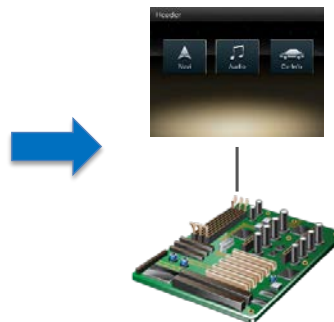
### ■UI Conductor: Demonstration of how to make HMI with the development tool “Tact”

Demonstration of how to make HMI like easy-to-make recipe.

Presentation of convenience of TCT development tool and the image of porting to actual equipment.



Create HTML content on UI conductor Tact (authoring tool).



Check content operation on i.MX 6 Quad core processor (SABRE Board for Smart Devices).

Other presentations including the partners (no particular order in partners' name)

<ul style="list-style-type: none"> <li>•Sound zone (AI, inc. FueTrek Co., Ltd.)</li> </ul>	<ul style="list-style-type: none"> <li>•PUX zone (PUX corporation)</li> </ul>
<ul style="list-style-type: none"> <li>•Remote navigation zone (tentative) (micware Co., Ltd.)</li> </ul>	<ul style="list-style-type: none"> <li>•Vehicle status zone (ZMP Inc.)</li> </ul>

•Two-wheel demonstration zone  
(Toyo Denso Co., Ltd.)



HI and U'eyes Design provide value creation of UI/UX design for human-centered design (HCD) and user-centered design (UCD) based on solid skills in system development.

For UXD implementation and further improvement of quality in use, where various devices, systems and services are easy to use, functional and appealing for customers, we aim to apply an integrated development process without fragmentation of demand and requirement of customers by supporting from upper processes including user research and UI design through implementation in high-volume production phase.

\* exbeans is the registered trademark of HI in Japan.

\*All other company names and product names are either trademarks or registered trademarks of their respective holders.

\*HMI: Acronym for Human Machine Interface. Generic term for expression and operation of tools, devices and software to trade information between human and machine.

\*UI: Acronym for User Interface. Term for language expression and operation in screen, window and menu when operating computer.

\*UX: Acronym for User Experience. Term for experience and satisfaction obtained through use and consumption of product and service.

\*UXD: Acronym for User Experience Design. Generic term for tool to build user experience.

**【HI】** <http://www.hicorp.co.jp>

HI provides software development, UI/UX design/plan/consultation as well as GUI development environment enabling high-quality design expression and other products by focusing on development/license/support of HMI development environment.

Support for development process and quality improvement of software up to design and HMI application development is a competitive advantage for HI.

HI will provide technologies for various digital devices and engage in research and development for creating products for human life

**【U'eyes Design】** <http://www.ueyesdesign.co.jp/>

U'eyes Design has a good track of record in UX/usability development support service through human-centered design process.

As a human factor design group to create values from user perspective, U'eyes Design has strength in upper process of development of built-in devices and research and consultation in design with the knowledge of human property, and provide development support with design.

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