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Ichikoh Industries, Ltd.

**Ichikoh Industries will exhibit at Tokyo Motor Show 2019
Presents new lighting solutions for the automated driving era**

A major automotive part manufacturer, Ichikoh Industries, Ltd. (herein after “Ichikoh”) will exhibit lighting which meets new needs in automated driving era at the Tokyo Motor Show, in Tokyo Big Sight, from October 24 (Thu.) to November 4 (Mon.). The Ichikoh booth will be located in the West Hall 4 (W4106).

In the show, Ichikoh will unveil the virtual reality (VR) of High Definition (HD) lighting using computer graphics. “HD lighting” controls the beam in pixels with a high-intensity light source and electronic device, and supports drivers with high-precision headlight. In the low beam area, it informs a driver of the width of a vehicle by drawing the guidelines and of the navigation information to restaurants by illuminating symbols and numbers on the road. In the high beam area, it prevents the oncoming and preceding vehicles from being dazzled while maintaining driver’s visibility at an equivalent level, by enhancing the resolution of illumination pattern and by minimizing the shading range. Visitors can experience VR of a near-future driving assistance using evolved head lamps.



In addition, Ichikoh will exhibit a full-scale mock-up of “Communication Lighting”, a system that indicates the intention of the car by using lightings instead of the driver. It will be the lighting as HMI (Human Machine Interface) means and device to exchange information between human and vehicles in the automated driving society. Using about 400 LEDs, Communication Lighting indicates the movement (intention) of the car to surrounding drivers and pedestrians by using light sign during automated driving instead of the driver’s eye contact and gestures. At the Tokyo Motor Show booth, Ichikoh will display about 10 types of scenarios such as “Thank you” for oncoming vehicles and “You can go across” for pedestrians and verify whether the intention of the vehicle is conveyed to visitors.



Ichikoh will also display disassembled models of headlamp and rear combination lamp for families and students who will play important roles for the automotive industry in the future.



disassembled models of headlamp



disassembled models of rear combination lamp

(Reference)

About Ichikoh Industries: Since its establishment in 1903, as a manufacturer specialized in genuine car lamps and mirrors, Ichikoh Industries has delivered products to major car maker in Japan and overseas.

Ichikoh built a new plant in Atsugi city of Kanagawa and started operation in July 2019. Productions of Isehara Plant will be transferred to Atsugi Plant over the next 5 years, and in the new plant, Lean Production System and industrial concepts created by Valeo will be adopted for the efficiency of production that leads to business growth mainly in headlamps.

<Contact about this release>

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