In celebration of the AVN 10th anniversary

This year we celebrate the 10th anniversary of the "AVN", the product combining audio, visual, and navigation system, launched in 1997. At the beginning the most popular AVN in the aftermarket was a hideaway car navigation system with a monitor display on the dashboard. But FUJITSU TEN has appealed the merits of in-the-dashboard type monitor displays, which are hard to be stolen and to stay out of the way of an inflating air bag, and developed easy-installed AVNs that match the interior design. They also have original functions ahead in integrated technology and/or services. As a result the 'AVN' brand has become the most popular category in the car navigation market.

This paper describes the development history of the FUJITSU TEN AVN in the last ten years.

Abstract

Commemorative Paper for AVN 10th Anniversary

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Looking Back the Last 10 Years of AVN Development
2.1 Background of AVN Development

2.2 Challenges of Development

2.2.1 Challenge in Size

2.2.2 Challenge in Heat

2.2.3 Challenge in Noise

2.3 Birth of AVN

1997: The first aftermarket AVN (Fig. 1)
2000: The first aftermarket DVD-AVN with built-in three-deck (Fig. 3)

2001: The DVD-AVN with a touch panel (Fig. 4)

2002: The world's first HDD-AVN with two 20GB HDDs (Fig. 5)

- Linkage the IKONOS satellite images to the navigation system (First as an aftermarket product)
- High-definition VGA monitor display screen
- Dolby digital 5.1ch / DTS 5.1ch decoder

2003: The DUAL FACE AVN (Fig. 6) / First as a aftermarket AVN with built-in ETC (Fig. 7)
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The first aftermarket AVN with built-in ETC

2004: The first aftermarket AVN with "FM de TITLE" (Fig. 8)

2005: AVN with two world's first features, Dual-AVN (Fig. 9) and 1-DIN AVN (Fig. 10)

The world's first DUAL-AVN

The world's first 1-DIN size AVN

2006: AVN with built-in one segment tuner (Fig. 11)
8

2007: KEITAI-Link (mobile phone-linked) AVN (Fig. 12) / AVN with built-in full-segment tuner (Fig. 13)

KEITAI-Link (mobile phone-linked) AVN

AVN with a built-in full-segment tuner

AVN in The Global Market
Looking Back the Last 10 Years of AVN Development

Future Development

Conclusion

Profiles of Writers

Keizou Ishimura

Entered the company in 1982. Since then, has engaged in product planning of AV equipment by way of structural designing of car audios and working as a resident for our North American factory. Currently the Department General Manager of the Planning Department 2, Products Planning Division, CI Group.

Katsuyuki Nakai

Entered the company in 1989. Since then, has engaged in product planning, mainly, for new fields. Currently the Team Leader of the Planning Department 2, Products Planning Division, CI Group by way of secondment to TOYOTA MAPMASTER INCORPORATED.

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