

Innovation Through OneF Automotive Business Development Activities



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Furukawa Electric Group set the “Automobile / Infrastructure” to be the focused market segment in the mid-term management plan of the Furukawa G Plan 2015 starting in 2013 and accelerating the plan to focus not only on the “Automobile / Infrastructure” per se but on its fusion area in the mid-term management plan of the Furukawa G Plan 2020 announced in 2016.

The new business and the new product development activities at “the fusion area of the automobile and the infrastructure” were led by the “OneF Automotive Business Development Team” created in April 2015 as a cross-departmental organization.

The OneF Automotive Business Development Team has been pursuing to integrate the automotive technologies with the infrastructure technologies such as the telecommunication and the energy, which were derived from the Furukawa Electric Group’s four-core technologies of the metal, the polymer, the photonics and the high frequency transmission technologies. As a result of the three-year activities of the OneF Automotive Business Development Team, Furukawa Electric Group already launched the peripheral monitoring radar, the battery status detection sensor and the high reliability aluminum wire harness and its dedicated terminals, etc. In this special issue, some of the above results are introduced.

At present, the automotive industry faces disruptive changes once in 100 years as represented by the key word of CASE (Connected, Autonomous, Shared, Electric). New business chances occur one after another

in the business areas which were thought far from the automotive industries conventionally. The OneF Automotive Business Development Team has provided the automotive related customers with the new value proposition based on utilizing the close networks with the customers and the specialized unique technologies of Furukawa Electric. In this issue, as illustrative examples, the comfortable lighting space applying the Furukawa Electric’s own microcellular foaming technology, the heat radiation and the storage solution advanced with the heat pipe technology and the wireless power supply with more flexibility are introduced.

In the near future, when high speed, high capacity and high reliability, ultra-low latency, simultaneous multiple connections are made possible through putting 5G to the practical use, it is more important to combine the automotive technology and the infrastructure related technology (the telecommunication and the energy) for the realization of a mobility society utilizing the driverless technology and the connected car.

Furukawa Electric group is committed to sophisticate the OneF Automotive Business Development Team activities, in order to achieve “the evolving secure, safe and comfortable society” using the technologies to “communicate”, “connect” and “store” through the active utilization of the open innovation with partners, taking advantage of the strength of having a global business foundation, in the telecommunication business, centering on North America which is the birth place of new technologies.

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