

May 8, 2019

NEXTY Electronics Corporation and model-based development tool vendor ETAS form business partnership

NEXTY Electronics Corporation (HQ: Minato-ku, Tokyo; President: Atsushi Aoki; hereinafter "NEXTY Electronics"), which is an electronics trading company of the Toyota Tsusho group, and ETAS K.K. (HQ: Nishi-ku, Yokohama-shi; President: Takayuki Yokoyama; hereinafter "ETAS"), which provides solutions for all ECU software development processes, have announced that they have formed a business partnership. The goals of this partnership are to strengthen sales channels and customer support systems, promote the expansion of services and enhancement of values provided to customers in the simulation development sector, and respond to diverse customer needs accurately and quickly.

Record

1. Market Background

There has been remarkable technological evolution in the fields of connectivity, automated driving, sharing/services, and electrification (CASE), which are currently massive trends within the automobile industry, and there is an ever-increasing demand for quick responses to required new technologies. In the automated driving and connectivity fields, development in the field of software is growing in complexity and scale as automobiles become more sophisticated. The development of new technologies for supporting the use of AI in the fields of advanced driving support systems (ADAS) and automated driving (AD) is accelerating. Meanwhile, development sites are required to shorten development times and ensure better quality.

Furthermore, next-generation mobility featuring automated driving and connected technology is garnering a lot of attention in major international events, such as the Tokyo Olympics and World Expo to be held from 2020 through 2025, which is thus further activating automobile development.

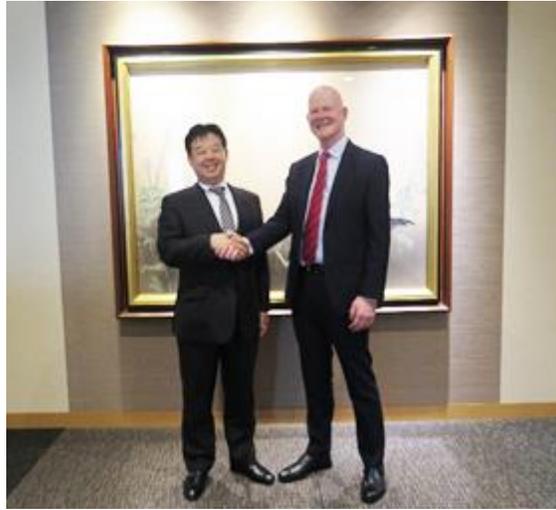
Under such circumstances, the key is the ability to propose fast, total solutions able to meet diverse customer needs that leverage software development and technical capabilities and strong development environments.

2. Purpose of the Business Partnership

ETAS provides model-based development (MBD) solutions, mainly centered around the support of vehicle control development, to the assembly system control sector that support all ECU software development processes from software development and function assessment, to measurement and calibration. The automobile industry is encountering ever larger and more complex scales of development and is thus dealing with the issue of making software development work and overall automobile development more efficient. ETAS's support capabilities, represented by its MBD tool set, engineering services, and consulting contribute to the resolution of these issues.

As a core company of the Toyota Tsusho group's electronics business, NEXTY Electronics entered the automotive software business in earnest in 2004. In addition to its in-house software engineers, the company has a system through which it can collaborate with its own subsidiaries and over 100 foreign and domestic partner companies that have their own proprietary and mass-production technology. Such a business environment provides a cornerstone that enables the company to make proposals that meet diverse customer needs, ranging from the development required for advanced technology, to mass-production and verification. Furthermore, the company has strengthened its project management capabilities and built a deep and broad customer network through large-scale offshore software development.

Through this partnership, NEXTY Electronics plans to broadly propose the MBD tools and services provided by ETAS to customers and to promote service expansion and value improvement in establishing and operating simulation environment. NEXTY Electronics is strengthening its simulation development sector so that it can better meet customer needs.



(On left in photo) Atsushi Aoki, President, NEXTY Electronics Corporation
(On right in photo) Christopher White, Vice President of Sales, ETAS GmbH

■ Regarding NEXTY Electronics Corporation

NEXTY Electronics pursues top-class scale business in car electronics sectors, such as advanced safety and automobile driving, for which markets are expanding. It also aggressively diverts many cutting-edge technologies, such as automated driving technology and connected technology cultivated in these sectors, to peripheral industries, such as agricultural machinery.

In addition to driving the electronics industry by leveraging the collective strengths of the Toyota Tsusho group, the company provides solutions for social issues to meet customer and worldwide needs in a broad range of sectors, such as automobiles, IoT, and industrial equipment that center on technology and commodities. For details, go to <https://www.nexty-ele.com/>

■ Regarding ETAS K.K.

ETAS provides innovative solutions for assembly system development in a variety of sectors, including the automobile industry. ETAS is a systems provider with a multi-faceted portfolio covering everything from integration tools to tools and support for engineering services, consulting, training, and support. Security solutions for the assembly systems sector are provided by ETAS's subsidiary ESCRYPT. ETAS GmbH was established in 1994 as a 100% subsidiary of the Bosch group, and pursues business in the European, North and South American, and Asian regions. ETAS K.K. was established in 1998 as a Japanese corporation of ETAS GmbH. For details, go to <https://www.etas.com>.

[For inquiries about this matter]

NEXTY Electronics Corporation
Public Relations Team, Management & Planning Department
Tel : 03-5462-9666
E-MAIL : nexty_contact@nexty-ele.com

[For inquiries relating to this matter and to posted photos and data]

ETAS K.K.
Tomoko Sasaki, Marketing Communication
Tel: 070-4502-2736
E-mail: tomoko.sasaki@etas.com

