Fujitsu Presents First MOSTÂ® Car Infotainment Product

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Munich (PRWEB) November 10, 2004 -- Fujitsu Microelectronics Europe (FME) is demonstrating on its stand at Electronica, the first complete solution designed using its components for a MOST (Media Oriented System Transport) Multimedia Car Infotainment system.

Hyundai AUTONET Co. Ltd. (HACO) of Korea has developed modules for MPEG transmission over MOST with the aim of exploiting MOST technology not only for Audio and control, but also for Video transmission. The modules will find applications in 2 product classes:
- Driver Information System II (DIS II) as a Total Network System including MOST, Wireless and CAN Networks. The MOST network is used for distribution of Multimedia content, the Wireless Network is used for CDMA, GSM and private phones and CAN for Body Control Area. All three networks offer future oriented functions and are interoperable for maximum driver satisfaction.
- Multimedia Information System (MIS) targets Rear-seat Entertainment Systems for OEM (Original Equipment Manufacturer) and Aftermarket products. It only includes the MOST Network for distribution of multimedia content and focuses on multiple screens in the car.

The processing of analogue signals from TV and DVD players is based on Fujitsu's reference system VideoCompressor4MOST developed by OASIS SiliconSystems The Fujitsu MPEG Encoder compresses the analogue signal adjusting the bandwidth according to the MOST busload.

FujitsuÂ□s SmartMPEG decompresses the MPEG content transmitted via MOST and provides the decoded Video to the front and rear seat displays with the corresponding OSD (On Screen Display).

FujitsuÂ□s Graphic Display Controller (GDC) Coral-P is the key component in the Car Navigation system for sophisticated 3D/2D Graphics (GUIs, maps, etc).

The MPEG Decoder and GDC elements were designed by HACO, as opposed to the MPEG Encoder, whose circuit was adopted from an existing Fujitsu reference system. This strategy meant that HACO was able to reduce the development time to just 6 months. This timeframe also included any specific modifications required.

"The extremely short development time shows the advantage of using Fujitsu components and the synergies between HACO, FME and OASIS, resulting in products which will revolutionise the car entertainment market," said Miguel Estevez, Senior Marketing Engineer at Fujitsu Microelectronics Europe.

"Without FME's powerful support we could not have anticipated developing any products with such a short lead time. Fujitsu supplied excellent documentation and resources to develop its products from scratch, and also offered a fast email Q&A service. We firmly believe that Video transmission over MOST will gradually increase in the MOST system and Fujitsu's chip will be utilised more and more," said Jack Kim, Car Network Technical Manager at Hyundai Autonet.

MOST technology combined with Fujitsu components, which are cutting edge in the automotive market, increases system flexibility and service configuration speed for end users compared to existing state-of-the-art analogue systems. The multimedia content on the MOST Bus can be selected in all possible combinations, so that all passengers can decide on services individually, i.e. full network functionality is available. The car, as a multimedia infotainment centre, is already a reality.

MOST: The Automotive IndustryÂ□s Networking Technology Standard
Based on a fibre-optic bus, MOST has emerged as the automotive industryÂ□s high-speed digital networking standard. It serves as the backbone technology of in-car infotainment systems. The use of the MOST networking technology permits car manufacturers and suppliers to easily add a host of multimedia devices, such as CD players, AM/ FM radios, TVs, DVD players, navigation systems, cell phones, and in-car PCs, as modular functions in the automotive environment, while meeting the specific requirements of any vehicle.

Already cars like the Audi A8, the BMW 7, 5 and 6 series, the E and S class of Mercedes-Benz up to the superior models of Rolls-Royce and Maybach, and also the Smart Roadster, amongst others, contain a MOST network, a total of 20 models at the end of 2003. It is set to reach more car models in the mid-range platforms like the Daimler A and C class, and the BMW 1 and 3 series bringing mass-produced MOST cars onto the road in 2004.

ISSUED ON BEHALF OF:

Fujitsu Microelectronics Europe

Am Siebenstein 6-10

D-63303 Dreieich-Buchschlag

Germany

Tel: +49-6103-690-0

Fax: +49-6103-690122

E-mail: jim.bryant@fme.fujitsu.com

Contact: Jim Bryant

MORE INFORMATION FROM:

JDK Marketing Communications
The Oasts
Charmans Farm
Beggars Lane
Westerham, Kent TN16 1QP
Tel: 0870 787 9510
Fax: 0870 787 9509

E-mail: joanna@jdk.co.uk

Contact: Joanna Muggeridge

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Contact Information
Gemma Sheath
JDK MARKETING COMMUNICATIONS
http://www.fme.fujitsu.com/news/press/show/581/225/
0870 787 9510

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