

# News Release

August 31, 2015

**Pioneer develops “Car Beacon Service Platform,” the first telematics solution in the industry\*<sup>1</sup> to fully utilize the beacon terminal for automobiles**

Tokio Marine & Nichido Fire Insurance Co., Ltd. has decided to use the platform for its automatic accident report support service

Aiming to be a leader in “comprehensive infotainment” for in-car environments, Pioneer Corporation has been developing and proposing “next-generation in-car units” and “cloud services” to increase the number of connected vehicles.

Pioneer has recently developed the “Car Beacon Service Platform,” the first telematics solution in the industry\*<sup>1</sup> that fully utilizes the features of smartphones and a beacon terminal for automobiles\*<sup>2</sup>. With a beacon terminal for automobiles supplied by Pioneer, this service platform makes it possible for service providers to confirm the driving status—such as when drivers get into their car, when they are driving, and when they get out of their car—and to provide appropriate services that utilize the various features of smartphones for these different situations. Using this solution, service providers that offer automobile-related services can achieve an advanced level of communication by sending information adapted to the driving status and the conditions in which the car is being used.

This solution was adopted in the new automatic accident report support service for non-fleet (personal) automobile insurance policyholders (scheduled for launch in December 2015) announced on August 31, 2015 by Tokio Marine & Nichido Fire Insurance Co., Ltd. (Head Office: Chiyoda-ku, Tokyo: President: Tsuyoshi Nagano, hereinafter “Tokio Marine & Nichido”).

\*1 The first solution of its kind in the automobile industry as of August 31, 2015, according to Pioneer survey.

\*2 The terminal uses beacon-related technologies supplied by Aplix IP Holdings Corporation.

## ◆ Background for development

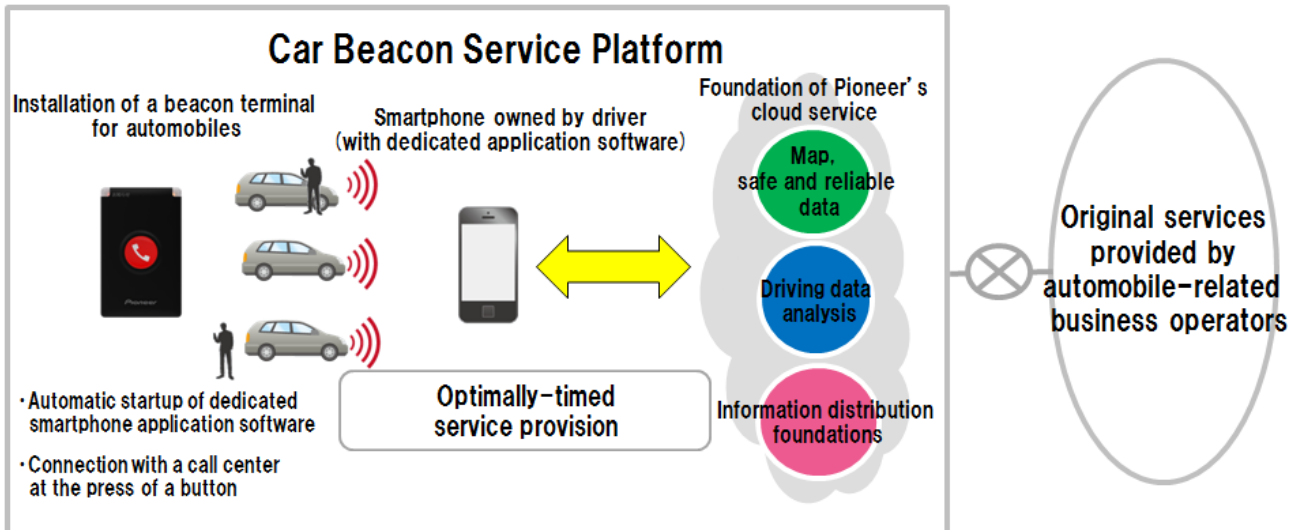
The spread of smartphones in recent years has seen the emergence of a wide range of services that take advantage of their features. In this environment, demand is rising for methods to make these services more effective by offering them in a way that is optimally timed for consumer actions and situations.

## ◆ Characteristics of the “Car Beacon Service Platform”

This solution is a system that enables service providers to confirm the status of drivers—such as when they get into their car, when they are driving, and when they get out of their car—and the positional information using a beacon terminal for automobiles. The solution allows them to offer optimally timed services in tandem with smartphones. With these features, the platform can realize the optimally timed provision of information by service providers, and achieve an efficient and sustained level of communication between drivers and service providers, two forms of functionality believed to be too difficult to provide with smartphones alone.

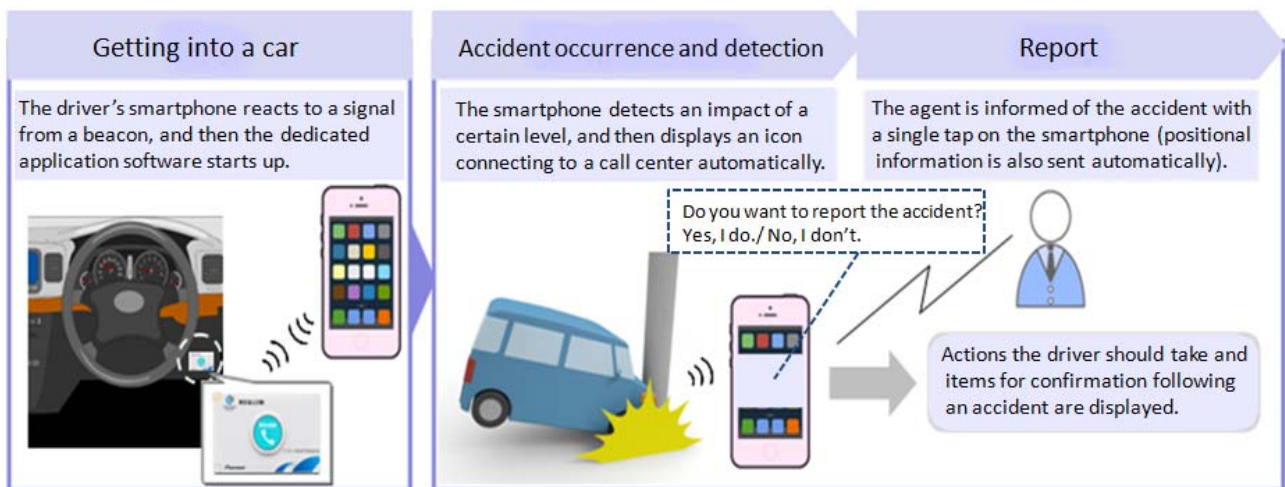
In the future, with the service platform, service providers will be able to send out to drivers various types of information concerning safety and reliability for the specific area through which they are driving, linking the beacon terminal and smartphones with cloud-based map data.

- (1) Provision of information to drivers based on their status (getting into a car, driving and getting out of a car)
- (2) Ability to contact a registered service provider by simply pressing a button on the beacon terminal
- (3) Ability to analyze reports that incorporate cloud-based driving history and map data, as well as automatically produce these reports



**◆Platform used at Tokio Marine & Nichido**

Tokio Marine & Nichido decided to use the “Car Beacon Service Platform” for its support service for automatic accident report support service with insurance agents that is designed for non-fleet automobile insurance policyholders. In this service, a beacon terminal installed in a car confirms when the driver gets in and out. The service enables to inform an insurance agent (or a Tokio Marine & Nichido call center in charge of accidents) that a car accident has occurred by simply tapping his or her smartphone.



\*Tokio Marine & Nichido plans to announce the details of the service around November 2015.



Dedicated beacon terminal

Pioneer has been working in cooperation with Tokio Marine & Nichido in the business of telematics services for automobile insurance policyholders. Pioneer will continue moving forward with measures to help expand and develop Tokio Marine & Nichido's telematics services.

**◆Future development**

“Car Beacon Service Platform” could be used for a wide range of industries by linking it with services offered by various automobile-related service providers. Pioneer will propose practical uses of this solution to parties such as road service providers, car maintenance companies and automobile dealers in Japan and overseas.