

To support the motion by Yazaki

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POF Promotion

Our Top Priority is

- To get approved at the voting
in
November general meeting

We should overcome our weak point

- **Industrial**
 - ✓ Worldwide steady market over 40 years
- **Automotive**
 - ✓ Created a large market with MOST for more than 15 years
 - ✓ Huge market is expected with GbE
- **Home networking**
 - ✓ Many trials, but not succeeded yet

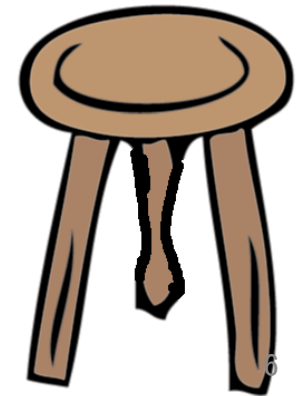
- **Industrial**
 - ✓ Cables will be replaced within several years
- **Automotive**
 - ✓ Many of users will buy new cars within 10 years
- **Home networking**
 - ✓ Customers may use the network over 30 to 50 years
 - ➔ *Is GbE enough in such a far future?*

Broad Market Potential

- More than 80 millions of cars are manufactured every year
- Many of them will have advanced driver assistance systems with Ethernet
 - ⇒ Several hundred millions PHY chips per year

Isn't that broad enough?

Remove home network from our scope,
or
we shall **prepare a firm strategy**
and **gather powerful supporters**
from the user side
to strengthen the “weakest leg” .



Thank you!