



Preface

Special Issue on Smartphones

A handwritten signature in black ink, appearing to read 'N. Otani', written in a cursive style.

Nobuo Otani
Corporate Senior Vice President

Conventional mobile phones (feature phones) have evolved by sophisticating and functionally enhancing communication. The emergence of the iPhone in 2007 was a turning point, however, and since then companies have been innovating products from the aspect of information and communication services. Internet services such as social networking services (SNS) and video viewing, which people mainly did on PCs, have come to be readily available in mobile environments. In line with this phenomenon, a rapid shift toward smartphones occurred also in Japan, and the percentage of all mobile phones that was accounted for by smartphones rose to 57% in FY 2011. Fujitsu was quick to respond to this change and, together with the effect of integrating with the mobile phone division of Toshiba in FY 2010, successfully captured the top share in the domestic mobile phone market for the first time in FY 2011. However, overseas manufacturers such as Apple and Samsung are aggressively making inroads in the smartphone market, which is a world of open services, and they had a market share of over 50% in FY 2011.

In such a market environment, Fujitsu is showing its strengths as a general ICT vendor capable of providing a whole range of offerings from devices through to networks, services and solutions. Fujitsu can offer services that enhance the value of customers as a total system including cloud services and support for multiple devices, even in an increasingly open environment.

In addition, in the context of “the realization of a Human Centric Intelligent Society,” which is Fujitsu’s corporate vision, smartphones play a very important role as a ubiquitous front.

Meanwhile, Fujitsu has also developed its proprietary technologies with feature phones such as Raku-Raku PHONE products and water-resistant mobile phones. In August 2012, we released Raku-Raku SMART PHONE in Japan and we intend to roll out similar devices outside Japan as well. We have developed a variety of devices for corporate applications and they are showing promise in those applications by combining security and convenience.

This special issue presents Fujitsu’s smartphones. It describes the basic concept of development, features of technologies, examples of a vertical integration system utilizing smartphones, and approach to manufacturing innovation. Fujitsu is committed to creating new customer value with the focus on quickly responding to changes in the business environment.