

DENSO To Showcase Connected Car and Connected Home Technology at 2014 International Consumer Electronics Show

Global auto supplier DENSO will exhibit at the upcoming 2014 International CES (Consumer Electronics Show) in Las Vegas, showcasing technologies that connect people, cars and home, as well as technology that can help preserve the environment. DENSO will be in CES booth #CP21 (Central Plaza #21).

Southfield, Mich. ([PRWEB](#)) January 06, 2014 -- Global auto supplier DENSO will exhibit at the upcoming 2014 International CES (Consumer Electronics Show) in Las Vegas, showcasing technologies that connect people, cars and home, as well as technology that can help preserve the environment. DENSO will be in CES booth #CP21 (Central Plaza #21).

“At DENSO, we believe that technology for the sake of technology is not a means to an end,” said Hikaru Sugi, president and CEO, DENSO International America. “We want to develop technology that can help improve people’s lives and help sustain the environment, whether it’s technology that goes under the hood or in the home.”

For the home, DENSO will display products that help support the environment and energy management, such as its Home Energy Management System and Vehicle to Home Power Supply System, as well as a unique approach to environmental protection through microalgae biofuel production and CO2 reduction and precious metal recovery.

DENSO also will demonstrate technologies and concepts that can help people safely connect when they are in the car. Some of those technologies, along with V2X (vehicle-to-vehicle and vehicle-to-infrastructure) technology will be demonstrated on two vehicles inside DENSO’s exhibit.

This marks the first time that DENSO has exhibited at CES. More than 3,200 exhibitors, including nine automotive manufacturers, will showcase the latest in consumer electronics and services at the 2014 International CES, Jan. 7-10 at the Las Vegas Convention Center.

DENSO Corporation, headquartered in Kariya, Aichi prefecture, Japan, is a leading global automotive supplier of advanced technology, systems and components in the areas of thermal, powertrain control, electric, electronics and information and safety. Its customers include all the world's major carmakers. Worldwide, the company has more than 200 subsidiaries and affiliates in 36 countries and regions (including Japan) and employs approximately 130,000 people. Consolidated global sales for the fiscal year ending March 31, 2013, totaled US\$38.1 billion. DENSO common stock is traded on the Tokyo and Nagoya stock exchanges. For more information, go to www.globaldenso.com, or visit our media website at www.densomediacycenter.com.

In North America, DENSO employs more than 17,000 people with consolidated sales totaling US\$6.8 billion for the fiscal year ending March 31, 2013.



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