

In the Land of the Rising Sun

dSPACE has more than 15 years of history in Japan. President Dr. Herbert Hanselmann looks back at how it all began, in a country that has since become one of dSPACE's largest export markets. As the changes planned for 2006 show, we aim to continue the success story into the future.

It must have been 1989 when dSPACE first did business with a Japanese customer. An engineer from Nippondenso phoned excitedly to say we had precisely the DSP tool he so urgently needed. Then he sent the money, then the purchase order (not the other way round). Encouraged by this experience, dSPACE contacted two distributors in Japan. However, after thorough consideration, both of them declined to distribute dSPACE products in Japan, one for reasons of competition, the other "because there is no market for DSP control tools in Japan".

Nobuo Murakami saw things differently. He had just founded the LinX company, and after due investigation, he decided to take the risk. There followed fifteen successful years; indeed, 2005 was a particularly strong year. Over this period, the

Japanese market has become one of dSPACE's largest export markets. We stay in close touch with many customers and regularly visit one another.

The LinX era will draw to a close in March 2006. dSPACE Japan

K.K., a subsidiary of dSPACE GmbH, was already founded and moved into its premises in Yokohama. The Japanese section of the dSPACE Web site is up and running.



▲ View over Yokohama.

The plan is for approx. 30 employees, to cover not only sales, consultation, and support, but also on-site engineering projects. These will mainly be hardware-in-the-loop projects, a field which we feel is experiencing intense change and high demand in Japan.

Several Japanese employees and engineers from Paderborn are already dealing with presales tasks in Yokohama, and taking care of post-sales support. Six engineers from Paderborn are preparing for a lengthy period as expatriates in Japan. They can already manage to say "Konnichi-wa" in greeting, and are looking forward to this interesting new challenge.

LinX will continue to perform administrative tasks until the Japanese business year ends at the end of March 2006, after which all duties will pass to dSPACE Japan K.K. We'll bring you more details when the time comes.

Dr. Herbert Hanselmann
President



▲ The office towers where dSPACE Japan K.K. has its home.