

Aichi Steel Creates Brand Logo for Magnetic Positioning System, an Autonomous Driving Technology Using MI Sensors

Aichi Steel Corporation (President: Takahiro Fujioka) has created a new brand logo for its Magnetic Positioning System*, which is an autonomous driving technology, using ultra-high sensitivity magnetic sensor “MI sensors”, that the company is developing with the aim of practical application.

The new logo (GMPS) incorporates the first letters of Magnetic Positioning System (MPS) plus the letter G to represent “Global”.

Going forward, Aichi Steel will continue to accelerate efforts to find practical applications for its Magnetic Positioning System as it contributes toward safe and reliable next-generation mobility.



New logo for Aichi Steel's Magnetic Positioning System

Design features:

- The sharpness of the typeface expresses the system's advanced technologies, which provide accurate positioning data in thick fog and other poor weather conditions and even in tunnels, under elevated bridges and other locations where GPS signals cannot reach.
- The “G” symbol emphasizes the magnetic properties underlying this system by forming an arrow shape representing the south pole (red) and north pole (blue) of magnets. It symbolizes the role of magnetic markers as guides toward changing lifestyles for the next generation.

* Magnetic Positioning System (autonomous driving technology using MI sensors):

An autonomous driving system, developed independently by Aichi Steel, that employs MI sensor modules that have been attached to the base of vehicles to detect the weak magnetic force of magnetic markers that have been laid along the road to measure vehicle position with a high degree of accuracy.

