

DIGITAL Hearts to Carry Out Autonomous Driving Tests
- Contributing to Technology Development in Cooperation with Shibaura Institute
of Technology Working on Cutting-edge Research on Autonomous Driving -

DIGITAL Hearts Co., Ltd. (hereinafter referred to as “DIGITAL Hearts”), subsidiary of Hearts United Group Co., Ltd., is pleased to announce that the company will start autonomous driving tests from May 2017 to promote research on technology development of safe autonomous driving conducted at the Functional Control Systems Course of Department of System Engineering and Science of Shibaura Institute of Technology (hereinafter referred to as “SIT”).

Our Group has been accumulating experience in testing various systems by delivering debugging services in which we detect software defects from the users’ perspectives. Recently, with technology development of autonomous driving, there are increasing needs for driving tests. Under the situation, we have been gaining experience through actively providing driving test services to automobile industry.

As a result of this effort, the total number of testers conducting driving tests exceeded 800. The number of DIGITAL Hearts’s testers specializing in automobiles is increasing. Thus, DIGITAL Hearts has been developing its own business base to support quality enhancement for automobile industry by accumulating experience in service provision.

Looking ahead to the coming autonomous vehicle economy, SIT has been pursuing optimal support for drivers by academically making its unique analysis and research on their unconscious behaviors and acts while they are in autonomous driving vehicles, and a user interface in automobiles, in order to realize safe, comfortable, more effective driving, making efforts to contribute to technology development of safe autonomous driving suited to different types of drivers.

DIGITAL Hearts was highly appreciated for its experience in performing driving tests and usability tests. Under the situation, the company will provide driving test services to SIT.

Safety and usability testings will be carried out using bodily sensation data collected through driving tests performed by different types of drivers under various situations, in order to check how drivers and passengers act and behave in autonomous driving vehicles.

Our Group will make continuous efforts to establish its own business base to support automobile quality enhancement by accumulating know-how though responding flexibly to needs for debugging and collecting data in automobile industry, with the aim of supporting the future technology development of autonomous driving and contributing to creation of safe automobile society.



* The research by SIT is conducted with Grants-in-Aid for Scientific Research (JP16K00281) (*kakenhi*).

* The names of the respective companies and their services and products are the trademarks or registered trademarks of the companies concerned.



Profile of DIGITAL Hearts Co., Ltd

DIGITAL Hearts HP	: http://www.digitalhearts.co.jp/
Date Established	: April 19, 2001
President & CEO	: Jun Yamamoto
Headquarters	: 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo
Business activities	: Comprehensive Debugging Services, etc.

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[Profile of Hearts United Group Co., Ltd.]

Hearts United Group URL	: http://www.heartsunitedgroup.co.jp/
Date Established	: October 1, 2013
President & CEO	: Eiichi Miyazawa
Headquarters	: 6-10-1 Roppongi, Minato-ku, Tokyo
Business activities of the group companies	: Debugging business, media business, creative business and other businesses