

# Rear Camera Display Summary of Research Findings

THE PLANNING EDGE, INC

July 2007



## Background

Gentex Corporation commissioned The Planning Edge, a research and analysis firm serving auto manufacturers, major auto suppliers and electronics firms, to conduct research with consumers regarding rear camera display (RCD) systems. The study was completed in July 2007.

### Objectives of the study:

- Measure the rationale for the rear camera technology
- Identify attitudes surrounding rear camera technology
- Determine preferred placement for the display
- Measure satisfaction of current rear camera display owners
- Assess overall appeal and consideration for the system

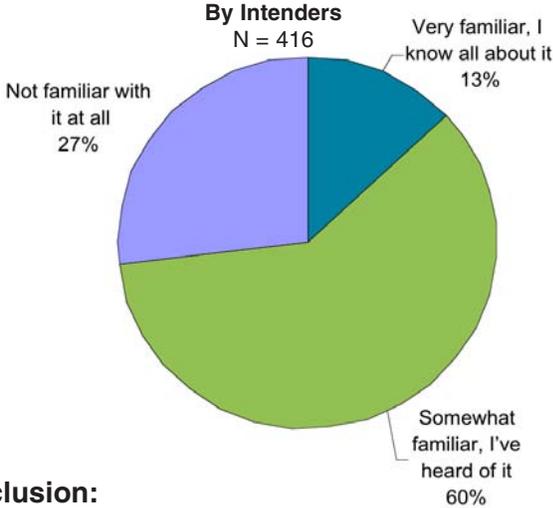
### Methodology

- 15 minute internet survey
- Nationwide sample of 2005-2007 vehicle owners
- 518 participants
  - 102 Owners of RCD in a Navigation Display
  - 100 Intenders with a Navigation System (and no RCD)
  - 316 Intenders without a Navigation System (or RCD)

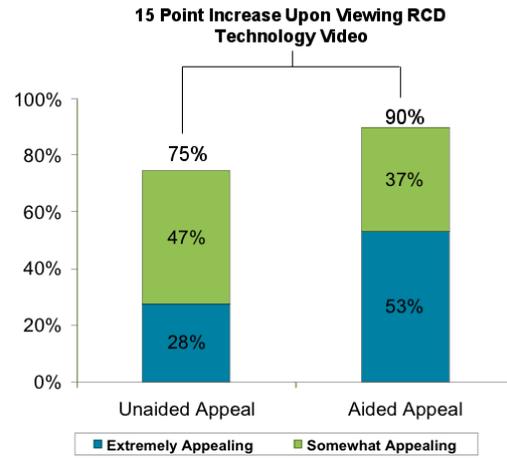
# Awareness and Appeal of Rear Camera Display Feature

Respondents were asked about their familiarity with the rear camera technology. Those that were familiar with the technology were also asked how appealing they found the technology.

**Familiarity with Rear Camera Display Technology**



**Aided Appeal of Rear Camera Display Feature**  
Intenders (N = 416)



**Conclusion:**

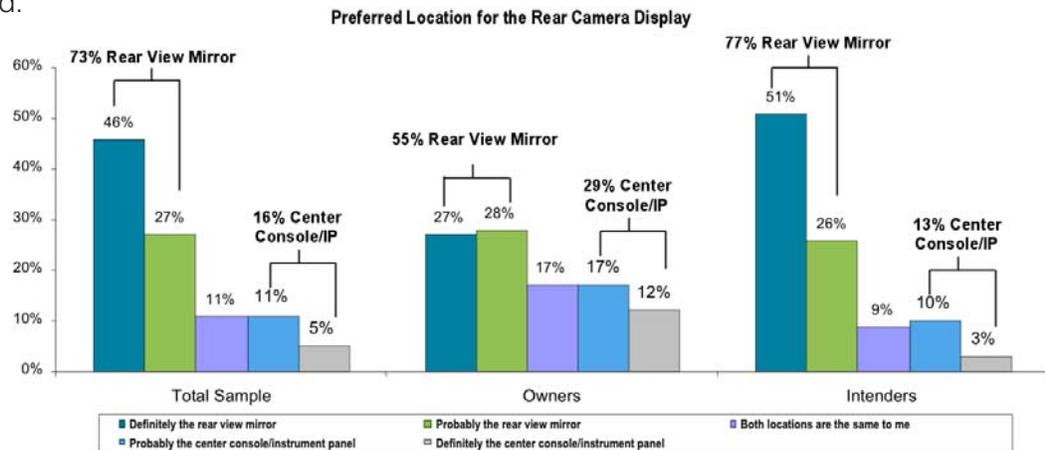
Consumers are very aware of the rear camera feature. The appeal is extremely high among respondents familiar with the technology.

**Respondent Comments:**

- "I find the technology extremely appealing."*
- "I think this would be extremely helpful and a fantastic safety feature."*
- "I believe it could be extremely beneficial and have the potential to prevent accidents."*
- "This technology is especially functional."*

## Preferred Location for the Rear Camera Display

Respondents were asked which of the two possible locations (rearview mirror or center console/instrument panel) was preferred.



**Conclusion:**

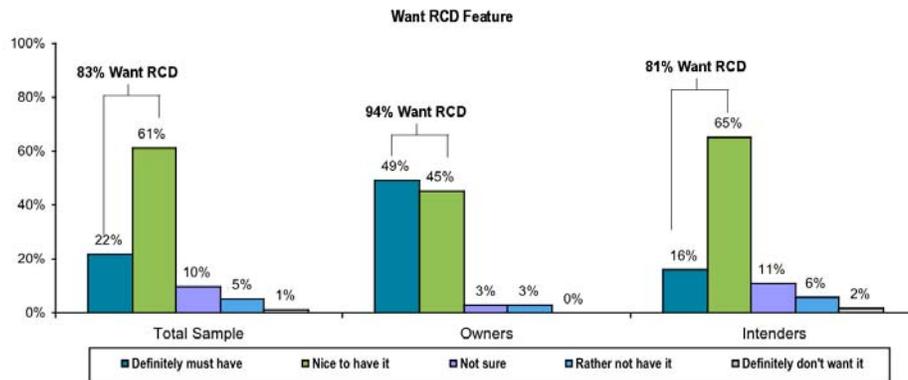
- A vast majority of consumers prefer that the RCD be located in the mirror.
- Even a majority of those who currently have rear camera in the navigation system prefer the display in the mirror.
- Those that have navigation without rear camera display are overwhelmingly in favor of the display being in the mirror.

**Respondent Comments:**

- "You can see the display while using the rearview mirror. Seems very logical."*
- "I can see both camera and mirror images at the same time."*
- "No need to shift your attention between screens."*

## Want RCD on Next Vehicle

Respondents were asked to what degree they would want RCD on their next vehicle.



### Conclusion:

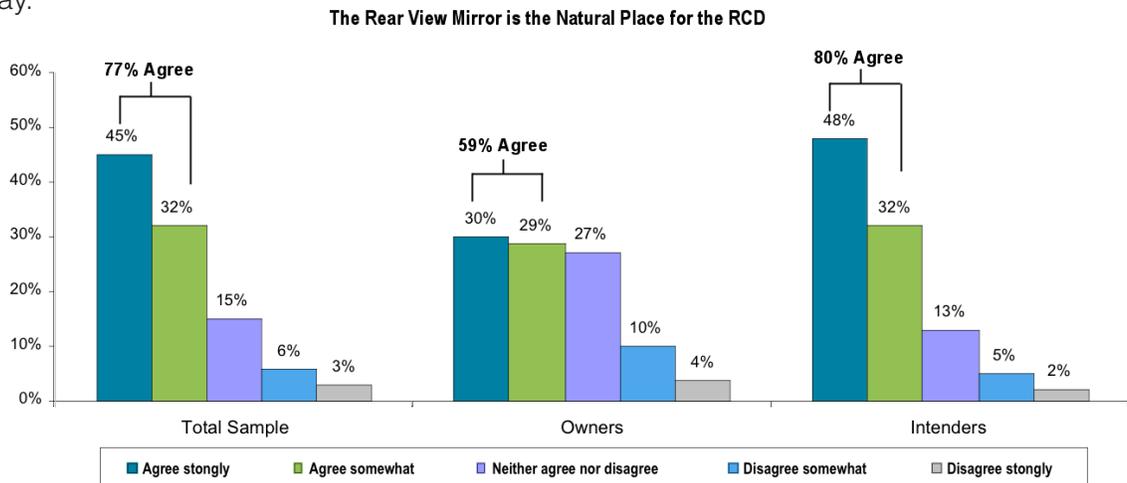
An overwhelming majority of consumers want RCD on their next vehicle. As you would expect, current owners demonstrate a higher percentage of “definitely must have” responses.

### Respondent Comments:

- “It would be wonderful to see behind you when you back up. There are many blind spots on all vehicles.”
- “I like the idea of seeing what is behind me that I might not be able to see otherwise.”
- “It’s hard to see behind. This would be a great asset.”

## Rearview Mirror is the Natural Place for the Rear Camera Display

Respondents were asked their level of agreement with the statement that the mirror is a natural place to locate the display.



### Conclusion:

There is significant agreement among all respondents that the mirror is a natural location for the display. The reasons for favoring the mirror location include:

- Provides a better sight line (78% agree).
- Would have a simultaneous view of the display and the reflected scene (77% agree).
- Would identify hazards sooner (75% agree).
- Feel safer while backing up (73% agree).

### Respondent Comments:

- “This would allow me to just focus on the rearview mirror.”
- “Would be in the sight line of the rearview mirror without having to shift view up and down.”
- “I like not having to look down and would rather keep my eyes on the rearview mirror.”

# **GENTEX** CORPORATION

600 North Centennial, Zeeland Michigan • 616.772.1800 • [www.gentex.com](http://www.gentex.com)

Founded in 1974, Gentex Corporation (The NASDAQ Global Select Market: GNTX) is an international company that provides high-quality products to the worldwide automotive industry and North American fire protection market. Based in Zeeland, Michigan, the Company develops, manufactures and markets interior and exterior automatic-dimming automotive rearview mirrors that utilize proprietary electrochromic technology to dim in proportion to the amount of headlight glare from trailing vehicle headlamps. Many of the mirrors are sold with advanced electronic features, and more than 96 percent of the Company's revenues are derived from the sale of auto-dimming mirrors to nearly every major automaker in the world.