THINKWARE JAPAN Inc.

Company Description

Thinkware Japan Inc. was established in March 2018 as the Japanese subsidiary of THINKWARE Corporation, a South Korean IT powerhouse founded in 1997. For over two decades, the parent company has dominated the Korean automotive aftermarket with its iconic "iNAVI" brand, securing the top market share through its superior Location-Based Services (LBS) and innovative car information technologies. Thinkware Japan was formed to bring these world-class automotive solutions to one of the most sophisticated markets in the world, tailoring global expertise to meet the specific needs of Japanese consumers.

The company's flagship product line, THINKWARE DASH CAM, has gained international acclaim for its cutting-edge engineering and sleek design. Our products are exported to more than 800 cities globally, including major hubs like London, New York, and Sydney. The brand has been consistently recognized at the CES Innovation Awards, proving its leadership in integrating Advanced Driver Assistance Systems (ADAS), Augmented Reality (AR) navigation, and cloud-based connectivity into vehicle safety devices. We don't just sell cameras; we provide peace of mind through industry-leading video processing and intelligent sensing technologies.

One of our core strengths in the Japanese market is our advanced parking surveillance technology. Our proprietary "Energy Saving Mode" allows for extended recording periods while protecting the vehicle's battery, a feature that has become highly sought after by local drivers. Beyond the automotive sector, Thinkware Japan has expanded its footprint into the smart home industry. By partnering with leading brands like Roborock, we are diversifying our portfolio to include AI-driven cleaning solutions, outdoor products, and personal mobility devices, all aimed at enhancing the quality of daily life.

At Thinkware, our name reflects our commitment to constant thinking and evolution. We are dedicated to a future where smart platforms and IT solutions create a safer, more convenient environment for everyone. Our mission is encapsulated in the slogan "Life Enhancing Innovations." Despite being a relatively young and agile team in Japan, we leverage the vast R&D resources of our global headquarters to maintain a competitive edge. We strive to be more than just a hardware manufacturer; we aim to be a total IT service provider that understands the nuances of the Japanese market while maintaining a global perspective. As we move toward the era of autonomous driving and smart cities, Thinkware Japan will continue to lead the way with integrity, creativity, and a customer-first mindset.

Company Details

Head Office
Japan

Main Business
車載関連機器（ドライブレコーダー、カーナビゲーション等）の企画・輸入および販売、スマート家電（ロボット掃除機等）の販売支援。

President
金 浩潤

Established
2018年3月

Capital
3,950万円

Number of Employees
1 - 10

URL
https://thinkware.co.jp/

Offices

Main Office
2nd Floor, Daiichi Seno Building
3-9-9 Iwamotocho, Chiyoda-ku
Tokyo, Japan, 1010032