

NEC Electronics Europe receives Frost & Sullivan Award for the best automotive microcontroller strategy

DUESSELDORF, Germany, August 19, 2004 – NEC Electronics (Europe) GmbH is presented with the 2004 Frost & Sullivan Product Line Strategy Leadership Award for excellent discernment of customer needs and backing up that ability by optimizing product lines as required by the automotive market in the European passenger car industry. The award is based on Frost & Sullivan's analysis of the European semiconductor market for passenger cars. "NEC Electronics richly deserves the award for its ability to serve different market segments within an industry by repurposing technology," says Frost & Sullivan research analyst Ramanan Rajagopalan.

NEC Electronics has developed dedicated microcontroller families for different automotive applications, all offering highest scalability and compatibility within and between the families. To serve the specific needs of dedicated automotive applications, each microcontroller family is enhanced by specific features, resulting in reduced overall system cost and accelerated development times.

For body electronics, the F_Line comprises 8-bit and 32-bit devices that are tailored to typical requirements of comfort applications, such as low-power consumption and a comprehensive set of peripherals. The specific needs of dashboard electronics are met by the 32-bit D_Line, including on-chip stepper motor drivers. The S_Line is a 32-bit microcontroller family dedicated to car audio applications, offering large Flash and RAM sizes and including dedicated interfaces such as IIC. Further application-specific microcontrollers are also available, for example for safety applications and car infotainment systems.

The Frost & Sullivan award confirms NEC Electronics' leading role as supplier of automotive semiconductor solutions. A deep understanding of customers' needs combined with innovative semiconductor technologies will continue to be NEC Electronics' key factor for future success.

About NEC Electronics (Europe) GmbH

NEC Electronics (Europe) GmbH, headquartered in Duesseldorf, Germany, is a leading developer, manufacturer and supplier of semiconductor products in Europe. Committed to meeting customers' cost, performance and time-to-market requirements, the company offers solutions ranging from standard products to system-on-a-chip (SoC) solutions, as well as customized products for next-generation designs. NEC Electronics also offers customers the benefit of state-of-the-art manufacturing locally in Europe, besides the global production of its parent company, NEC Electronics Corporation. Additionally, NEC Electronics (Europe) GmbH is the exclusive European sales and marketing channel of LCD modules from NEC LCD Technologies Ltd.. For more information visit <http://www.ee.nec.de>.

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