

Industrial Open Day

Barcelona - October 2010



Renesas Electronics Europe Demonstrates its Commitment to the Industrial Market

Renesas Electronics, formed in April this year from NEC Electronics and Renesas Technology, hosted an Industrial Open Day conference in Barcelona on the 14th-16th October 2010. This unique event, organised in cooperation with NEC LCD Technologies, brought together over one hundred and twenty five market-leading companies and allowed them to experience the latest technology developments from Renesas Electronics, thus providing a platform for continued partnership into the next decade and beyond.



The Industrial Open Day was hosted by key Renesas Electronics and NEC LCD Technologies executives from Europe, Japan and America. They demonstrated the advancements in technology solutions that are required to meet the emerging smart world requirements of the industrial and consumer markets. The event highlighted developments in semiconductor

and TFT-LCD products, alongside key aspects such as corporate strategies, globalisation and advanced factory communication technologies. Renesas Electronics was also joined by independent analysts and industry experts from the fields of Smart Energy, wireless communication and factory automation.

The event was supported by an interactive exhibition demonstrating

Renesas' competencies in the smart home, home automation, home appliances, medical & healthcare, and e-factory and communications areas. It also highlighted Renesas' leadership in microcontrollers, ASIC, ASSP, wired & wireless communications, power management, sensors, TFT-LCD, fibre optics and microwave devices.

Holger Zielke, General Manager of Renesas' Industrial Business Group, stated: "We strive to understand the issues that our customers are facing in their markets and develop technology that delivers the effective, reliable solutions that they need. To achieve this, we continue to assemble an industrial team that has knowledge and expertise in these emerging smart applications and is focused on helping our customers to develop competitive, leading-edge products."

The industrial sector plays a key role among the many markets served by Renesas Electronics. The new Renesas Industrial Business Group is now over 200 people strong and brings even greater focus to advanced industrial solutions, supporting customers throughout Europe.

Presentaciones

Title	Presenter
United for a Better Europe	T. Miki
Corporate Vision and Importance of the Industrial Market	J. Yamaguchi
Partners to Lead a Smart World	H. Zielke
Green Technology Innovation	Y. Yano
Microcontrollers to Enable Smart World	S. Iwamoto
Meeting your Industrial and Smart Grid solutions	K. Yamada
Analog and Power for the Industrial Market	S. Hosomi
Focusing on Medical & Industrial Market	S. Ohi
Industrial Market Review	M. Penn
Objectives for Smart Energy	Dr. H. Porter
Communications in a Smart World	Dr. B. Heile
New Challenges for Industry	D. Humphrey
Collaboration for a Green Future	R. Green

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