

## NEC Electronics America Brings USB 3.0 Connectivity for Feature-Rich Consumer Electronics Applications to CES 2010

Visit NEC Electronics in the USB TechZone, Booth #30769, Las Vegas Hilton for Technology Demonstrations

**LAS VEGAS, December 30, 2009** — NEC Electronics America, Inc. today announced it will highlight the latest generation of Universal Serial Bus (USB) technologies at the International Consumer Electronics Show (CES®) January 7-10 in Las Vegas. A working demonstration of the company's USB 3.0, or SuperSpeed, capabilities will be showcased in the USB TechZone, located in the Las Vegas Convention Center (LVCC) South Hall 3, booth # 30769.

Daily demonstrations of NEC Electronics' USB 3.0 host controller (part number  $\mu$ PD720200), the industry's first USB-IF-certified USB 3.0 product, will feature a laptop computer with two USB 3.0 ports, with one port sending a video file at the SuperSpeed transfer rate to a USB 3.0 external storage device. To demonstrate the backward compatibility of the USB 3.0 host controller, the second port will send the same video file to a USB 2.0 external storage device for comparison. Samples of customers' motherboards and cards using NEC Electronics' USB 3.0 device also will be on exhibit.

NEC Electronics introduced the industry's first [USB 3.0 host controller device](#) in May 2009, and confirmed certification from the USB-IF—another industry first—in September 2009. USB 3.0 prototype devices will support data transfer speeds up to 10 times faster than USB 2.0 transfer speeds, and also will support backward compatibility in consumer electronic devices based on the current USB specification.

CES attendees can learn more about NEC Electronics' [USB 3.0 system-on-chip](#) (SOC) design solution introduced in September 2009. Designers can use the solution to kick start the development of custom USB 3.0 products such as mass storage, display and video. The SOC design solution helps to reduce risk, improve efficiency and speed time to market, while allowing customers to focus on developing their own differentiated logic. The SOC design solution features NEC Electronics' USB 3.0 intellectual property (IP) core, which is fully interoperable with the company's USB 3.0 host controller and also backward compatible with the USB 2.0, 1.1 and 1.0 versions of the USB standard. NEC Electronics expects rapid adoption of the platform as the need to transfer larger and larger amounts of information from PCs to external hard drives, portable electronics devices, and flash-based thumb drives continues to grow.

## **Hilton Suite Technology Demonstrations**

NEC Electronics will host additional demonstrations in its suite at the Las Vegas Hilton Hotel, adjacent to the LVCC. Available on a registration basis only, these demonstrations will highlight the company's mixed-signal and power management ICs for mobile Internet devices (MIDs) and smart phones; intelligent buffer IC technology for improved battery life in portable devices; and EMMA (Enhanced Multimedia Architecture) series for digital consumer audio/video devices, e.g. digital TVs, set-top boxes and Blu-ray® disc recorders and players. For more information about the company's activities at CES, visit <http://www.am.necel.com/promo/ces2010/> . To request a private demonstration and meeting at CES, visit <http://www.am.necel.com/ces2010> .

## **Leadership in USB**

NEC Electronics Corporation is a leading supplier of USB solutions for customers worldwide and was the industry's first company to introduce a USB 2.0 host controller and hub controller, as well as the first USB-IF-certified USB 3.0 host controller. With a USB 2.0 product line-up that includes ASSPs and ASICs, the company has shipped more than 150 million units worldwide and continues to be a leader in the development of interface technology. NEC Electronics is a USB-IF board member, which manages the compliance and certification program, branding, marketing and industry education of USB and Wireless USB technologies. More information about NEC Electronics' USB technologies can be found at <http://www.am.necel.com/usb/index.html>.

## **About NEC Electronics America, Inc.**

NEC Electronics America, Inc., headquartered in Santa Clara, California, is a wholly owned subsidiary of NEC Electronics Corporation (TSE: 6723), a leading provider of semiconductor products encompassing advanced technology solutions for the broadband and communications markets; system solutions for the mobile, PC, automotive and digital consumer markets; and multi-market solutions for a wide range of consumer applications. NEC Electronics America offers local manufacturing in Roseville, California, and the global manufacturing capabilities of its parent company. In the Americas, NEC Electronics America markets and sells industrial-type active-matrix LCD modules from NEC LCD Technologies, Ltd., a global leader in innovative display technologies. More information about the products offered by NEC Electronics America can be found at <http://www.am.necel.com>.

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