NEC Electronics America Showcases Innovations in Industrial Displays at SID 2009

E-Paper, 3-D and Other Technology Demonstrations in Booth #459

SANTA CLARA, Calif., May 29, 2009 - NEC Electronics America, Inc., a leading supplier in the Americas of innovative liquid crystal display (LCD) products for industrial applications, today announced that it will be showcasing 29 of its latest and most advanced display modules and technologies at the Society for Information Display (SID) Display Week 2009 (booth #459), June 2-4, at the Henry B. Gonzalez Convention Center in San Antonio, Texas.

As part of the company's ongoing commitment to the industrial market, NEC Electronics America continues to deliver innovative, high-performance, eco-friendly LCD solutions that address the stringent size, power and high image-quality requirements of this market. Based on technologies developed by NEC LCD Technologies, the LCD modules are optimized and designed for medical equipment, test and measurement products, instrumentation devices, point-of-sale systems, gaming systems, global positioning systems, radio-frequency identification devices and barcode scanners.

Demonstrations Showcase Technology and Product Innovations

This year's lineup at Display Week 2009 highlights the breadth and depth of NEC Electronics America's LCD module offerings ranging from 2.7 up to 22.5 inches, including a variety of new and enhanced display technologies featured in six technology groupings.

Emerging technologies
3-D LCD modules: 3.1-inch and 12.1-inch
In-cell touch LCD module: 3.5-inch
Viewing-angle-controllable LCD: 12.1-inch
High-color-gamut LCD at 100 percent of Adobe® RGB color range: 12.1-inch
E-paper display: 13.8-inch, A4 international standard paper size

Industrial mobile LCD modules
2.7-inch high-resolution QHD
2.7-inch QVGA, touch panel, 35-percent reflection ratio
3.5-inch QVGA, 16-percent reflection ratio
3.5-inch VGA, 220 nits brightness, 7-percent reflection ratio
4.1-inch WVGA, 350 nits brightness, wide color gamut of 70 percent of NTSC, touch panel
4.3-inch WQVGA, 500 nits brightness, wide viewing angles, touch panel

LCD modules with long-life LED backlight systems

Seven displays ranging in size from 7.0- to 15.0-inch; resolutions include VGA, WVGA, SVGA, WSVGA and XGA. Many of the displays incorporate long-life, 70-thousand-hour LED backlight systems.

High ambient-light LCD modules

Four displays featuring NEC LCD Technologies' proprietary **SR-NLT technology** using the displays' reflective properties and ambient light as the its primary light source, thereby conserving power in battery-operated mobile applications.

10.4-inch SVGA module incorporating NEC LCD Technologies' proprietary **ST-NLT technology**, which capitalizes on a proprietary optical design while boosting efficiency of the backlight's light utilization and minimizing the surface reflection of ambient light to reproduce vibrant images—even in bright outdoor light.

10.4-inch VGA factory-bonded module with a high-contrast ratio of 600:1.

Super-fine TFT (SFT) technology

Three LCD modules incorporating NEC LCD Technologies' ultra-advanced SFT (UA-SFT) technology that provides high luminance; a wide gamut of clear, vivid colors and wide viewing angles; and reduced color shift for off-angle viewing. Featured modules include a 15.3-inch WXGA display, 19-inch SXGA display and a 22.5-inch WUXGA display.

Value-integrated TFT (VIT) technology

Broad technology category that provides greater added-value features by integrating various peripheral circuits and diverse functions into an LCD module. Contributes to higher LCD performance and multi-functionality. Exhibited displays include LCD modules with factory-installed touch panels; a 2.7-inch QHD display featured in the industrial mobile group; and a 3-D module, viewing-angle control module, and in-cell touch displays featured in the emerging technology display area.

Underlying all of the display modules NEC Electronics America is showcasing this year is NEC LCD Technologies' **adaptive design technology**. This technology optimizes LCD designs to meet specific image quality and usability needs and helps provide more complete display solutions by enabling the integration of backlight systems, peripheral circuits and other mechanisms.

In addition to a robust lineup of LCD products and technologies, NEC Electronics America also will demonstrate its new **super-resolution technology** that sharpens out-of-focus images and reduces the blurring that occurs when low-resolution images are expanded and displayed in high resolution. The technology is available as an application-specific standard product (ASSP) and intellectual property (IP) core that can be embedded into ASICs or other ASSP products.

About NEC Electronics America's Display Products

With an extensive lineup of 2.7- to 22.5-inch AM-LCD modules and a network of distributors and value-added partners (VAPs), NEC Electronics America provides complete display module solutions from NEC LCD Technologies to the industrial, medical and high-end monitor market. In addition to modules based on NEC LCD Technologies' SFT for ultra-wide viewing, NEC Electronics America also offers LCD modules that include ultra-high resolutions, wide temperature ranges, high contrast ratios, rich color gamuts, backward compatibility, LED backlights, and transflective viewing for use in diverse lighting environments. More information about NEC Electronics America’s display products can be found at http://www.am.necel.com/display.

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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