

NEC Electronics Highlights Power Management IC Technology for Mobile Internet Devices at CES 2009

SANTA CLARA Calif., January 6, 2009 — NEC Electronics America, Inc. today announced that it will highlight its power management IC (PMIC) technology at the International Consumer Electronics Show (CES®), January 8 – 11, 2009. The live demonstration will feature NEC Electronics' PMIC solution for Intel's next-generation Mobile Internet Device (MID) platform, codenamed Moorestown.

The NEC Electronics PMIC solution combines power management, logic, user interface, plus audio and voice communications functions to maximize battery life, support high levels of integration and minimize board space. This solution enables the development of a new class of devices that will bring broadband wireless Internet access, multimedia playback, navigation, gaming, social networking and other Web 2.0 applications in your pocket.

"In addition to a strong expertise in power management and system-level knowledge of MID applications, NEC Electronics offers easy-to-use hardware and software tools as well as world-class service and support to help designers easily integrate our PMIC solution into their MID applications," Kazu Yamada, vice president, custom SoC solutions strategic business unit, NEC Electronics America. "This working demonstration will illustrate how NEC Electronics' complete PMIC solution can help customers accelerate development times and deliver their MIDs to market quickly."

Other demonstrations in NEC Electronics' suite will highlight the company's digital audio/video technologies. The demonstrations will be available on a registration basis. For more information, visit <http://www.am.necel.com/promo/ces2009.html>. To request a private demonstration and meeting at CES, visit http://www.am.necel.com/ces2009_pmic_meeting_pr.

Leadership in Power Management ICs

For more than 15 years, NEC Electronics has developed highly integrated PMICs that have been adopted broadly for use in portable consumer electronics devices, including cell phones. As a technology leader with a world-class PMIC line developed in one of the most advanced process nodes available, NEC Electronics remains committed to providing support for leading-edge, highly integrated PMIC solutions. More information can be found at <http://www.am.necel.com/pmd/pmics.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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