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NEC Electronics America Showcases Innovations in Industrial Displays at SID 2007***Product Demonstrations in Booth #1235***

Santa Clara, Calif., May 21, 2007 – 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 showcase its latest and most advanced display modules and technologies at the Society for Information Display (SID) Symposium 2007 (booth #1235) May 22-24 at the Long Beach Convention Center in California.

Demonstrations Showcase Product Innovations

NEC Electronics America will demonstrate 29 new LCD modules based on technology from NEC LCD Technologies, including modules with wide aspect ratios, modules suitable for mobile products in industrial applications, and modules based on existing and emerging display technologies.

- Super-reflective natural light (**SR-NLT**) TFT and super-transmissive natural light (**ST-NLT**) technologies are designed to provide better viewing in any type of ambient light.

SR-NLT technology allows users to change backlight modes to use ambient light instead of backlighting as the display's light source, saving precious battery life in mobile terminals and handsets.

ST-NLT technology capitalizes on NEC LCD Technologies' proprietary optical design, while boosting efficiency of the backlight's light utilization and minimizing the surface reflection of ambient light. The result is a transmissive display that features higher contrast and a wider range of colors, even in bright outdoor light, than reflective LCDs.

Demonstrations of these technologies will feature a 10.4-inch module with video graphics array (VGA) resolution and 15.3- and 12.1-inch modules with extended graphics array (XGA) resolution, all of which were introduced earlier this month.

- **Super-fine TFT (SFT) technology** provides high-quality moving images, high luminance and a wide gamut of clear, vivid colors. Wide viewing angles with little deviation in brightness and color make display modules based on this technology ideal for use in medical systems where precision is critical for the accurate diagnosis of medical conditions. Demonstrations of SFT technology will feature modules ranging from a monochrome 21.3-inch, six-million-pixel super-advanced SFT LCD designed for use in medical monitors to a 3.5-inch ultra-advanced SFT prototype with VGA resolution designed for use in handheld display applications.

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- LCD modules with **wide aspect ratios** are growing in popularity in the industrial market. While most modules in this category target consumer-type applications, NEC's products have been designed specifically for applications in the industrial market, including test and measurement equipment, instrumentation devices, point-of-sales systems and gaming systems. NEC Electronics America will demonstrate a number of LCD modules with wide formats, all of which feature longer life cycles and higher quality.
- NEC Electronics America offers a variety of LCD modules that are well suited to **mobile industrial** applications, including global positioning systems, radio frequency identification devices and barcode scanners. Newly introduced products on display will include two 2.7-inch amorphous-silicon modules with quarter video graphics array (QVGA) resolution, one 4.3-inch amorphous-silicon module with wide QVGA (WQVA) resolution, a 3.5-inch value-integrated TFT (VIT™) system-on-glass (SOG) module and four additional VIT prototypes ranging in size from 1 to 3.5 inches.
- **Emerging technologies** demonstrate NEC Electronics America's commitment to serving the industrial market with leading-edge display technologies. The company will showcase products featuring three emerging technologies: white LED backlight technology, two-/three-dimensional LCD technology and high-speed motion picture performance technology. Products featuring these technologies include a 6.5-inch module with high luminescence and a white LED backlight, three prototypes that display three-dimensional images and one 21.3-inch prototype with XGA resolution and a high-speed motion picture response time of 9.8 milliseconds (ms).

Products on Display at SID 2007

Size	Resolution	Part Number	Key Attributes	Samples Availability
1.0-inch	120 x 90 - VIT	Prototype	2D/3D display, 300 cd/m ² , contrast 400:1	TBD
2.7-inch	QVGA	NL2432HC17-04A	SR-NLT, 35% reflection ratio, 140 cd/m ²	Now
	QVGA	NL2432HC17-07A	High bright (550 cd/m ²), contrast 400:1	Now
	QVGA VIT	Prototype	2D/3D display, 300 cd/m ² , contrast 500:1	TBD
	VGA VIT	NL4864HL08-xxA (prototype)	SR-NLT, 180 cd/m ²	TBD
	VGA; pixel rendering	NL4864HC09-xx (prototype)	SR-NLT, 200 cd/m ²	TBD
3.5-inch	VGA VIT	NL4864HL11-01B	SR-NLT, 200 cd/m ²	Now
	VGA	NL4864HC11-xxA	UA-SFT, 250 cd/m ² , contrast 600:1	TBD
	QHD VIT	NL9654HL08-xxA (prototype)	350 cd/m ² , contrast 500:1, color gamut 100%	TBD
4.3-inch	WQVGA	NL4827HC19-xxA (prototype)	SA-SFT, SR-NLT, 300 cd/m ² , contrast 550:1, reflection ratio 10%	TBD
6.5-inch	VGA	NL6448BC20-20	ST-NLT, 650 cd/m ² , contrast 600:1	Now
6.5-inch	XGA	NL10276BC13-01C	White LED, ST-NLT, 650 cd/m ² , contrast 600:1	July 2007
7.0-inch	WQVGA	NL4823BC37-05	400 cd/m ² , contrast 600:1	Now
8.4-inch	SVGA	NL8060BC21-yz (prototype)	White LED, 450 cd/m ² , contrast 600:1	TBD

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9.0-inch	WVGA	NL8048BC24-01	400 cd/m ² , contrast 600:1	Now
	WVGA	NL8048BC24-xx (prototype)	2D/3D display, 300 cd/m ² , contrast 500:1	TBD
10.4-inch	VGA	NL6448BC33-63C	ST-NLT, 450 cd/m ² , contrast 600:1	Now
	SVGA	NL8060BC26-28	SA-SFT, 400 cd/m ² , contrast 700:1	Now
12.1-inch	SVGA	NL8060BC31-36	Sunlight readable - 1100 cd/m ² , contrast 600:1	Now
	XGA	NL10276BC24-13C	ST-NLT, 400 cd/m ² , contrast 600:1	Now
	XGA	NL10276BC24-14 (prototype)	White-LED 300 cd/m ² , contrast 600:1	Now
15.0-inch	XGA	NL10276BC30-18C	ST-NLT, 600 cd/m ² , contrast 600:1	Now
	XGA	NL10276BC30-19 (prototype)	UA-SFT with RF, 350 cd/m ² , contrast 700:1	TBD
15.3-inch	WXGA	NL12876BC26-25	SA-SFT, 400 cd/m ² , contrast 500:1	June 2007
	WXGA	NL12876BC26-xxC (prototype)	SA-SFT, ST-NLT, 400 cd/m ² , contrast 500:1	TBD
21.3-inch	6-million-pixel monochrome	NL280210AM15-01A (prototype)	SA-SFT, high resolution, 1000 cd/m ² , contrast 1000:1	September 2007
	3-million-pixel color	NL204135AC21-xx (prototype)	SA-SFT, high resolution, over 600 cd/m ² , contrast 800:1	TBD
	XGA	Prototype	SA-SFT, 9.8 ms MPRT*, 120 Hz driving and backlight scan, 250 cd/m ²	TBD
	XGA	Prototype reference model	SA-SFT	TBD

*MPRT = Motion Picture Response Time

Speakers Share Expertise

As further proof of NEC's expertise in display module and component technology, representatives from NEC LCD Technologies and NEC Electronics Corporation will present three papers at the conference:

- *DRAM-Frame-Memory Embedded SOG LCD*
Thursday, May 24, 10:40–11:40 a.m., Ballroom A
- *A 12-bit LCD Source Driver IC with Point-to-Point Link Interface*
Thursday, May 24, 3:40–5:20 p.m., Room 104A
- *Pre-Emphasis Driving for Large-Sized TFT LCDs*
Thursday, May 24, 3:40–5:20 p.m., Room 104A

About NEC Electronics America's Display Products

With an extensive lineup of 2.7- to 23.0-inch AM-LCD panels 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 and high-end monitor market. In addition to modules based on NEC LCD Technologies' SFT for ultra-wide viewing,

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NEC Electronics America also offers LCD modules that include ultra-high resolutions, wide temperature ranges, high contrast ratios, rich color gamuts, backward compatibility and transfective 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 customer 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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