

# Up to Speed

OCTOBER 08 | VOL 4

AUTOMOTIVE STRATEGIC BUSINESS UNIT

## VP Corner



Greetings and welcome back to "Up to Speed." With summer behind us, we are now full speed ahead into the excitement of the Convergence automotive and transportation electronics event in Detroit from October 20-22. This event takes place every two years and promises to deliver innovative technology solutions and a variety of electrifying presentations.

NEC Electronics is taking a different approach to the Convergence event this year. We have put together a "back room," just for our special customers, which we have filled with unique and compelling technology demonstrations. I would personally like to invite each of you to join us behind that closed door.

**"COMING TOGETHER**

**IS A BEGINNING.**

**KEEPING TOGETHER IS**

**PROGRESS. WORKING**

**TOGETHER IS SUCCESS."**

By visiting [http://www.am.necel.com/uts102008\\_pass\\_p](http://www.am.necel.com/uts102008_pass_p), you can download your complimentary Convergence exhibit pass. Once on the show floor, please come by and visit us in booth #130, or contact your sales associate for an invitation to our exclusive demonstration area. We will then escort you into our back room where we will showcase NEC Electronics' next-generation solutions, including vision-based safety, infotainment connectivity and AUTOSAR-enabled development technology. Remember, this back room is by invitation only, and you are invited!

So please come visit us; you will not be disappointed. Make sure to stay for the rest of the Convergence show. It promises to be an event you will not want to miss. I look forward to seeing you in Detroit in October.

– Henry Ford

Jim Trent  
Vice President, Multipurpose Microcontroller and Automotive Group

## Contact/Subscription Information

To contact us via email: [uptospeed@am.necel.com](mailto:uptospeed@am.necel.com)  
Phone: 1-214-262-7850

You can [subscribe](#) to the *Up to Speed* newsletter using our online subscription form. You can [opt out](#) of this newsletter subscription at any time using the same form.

Information is subject to change without notice. All rights reserved. All registered trademarks and trademarks are the property of their respective owners.

## Calendar of Events

Next Electronic Newsletter coming to you in March 2009.

### CONVERGENCE, OCTOBER 20–22.

NEC Electronics is a gold sponsor of this event. Come see us in booth #130. Special guests will also be invited behind the scenes for a very special showcase tour.

### CES 2009, JANUARY 8–11.

Special guests will be invited to attend NEC Electronics' hospitality area at the Las Vegas Hilton Hotel.

### SAE WORLD CONGRESS, DETROIT, MICHIGAN, APRIL 20-23, 2009.

There will be a number of special sessions showcasing speakers from NEC Electronics. Stay tuned for more information in our next issue.



**NEC**

NEC Electronics America

<http://www.am.necel.com/>

© OCTOBER 2008  
NEC Electronics America, Inc.  
2880 Scott Boulevard  
Santa Clara, CA 95050