

# **Renesas Technology Europe**

**“Everywhere you imagine”**

**Intelligent chip solutions from the new  
semiconductor leader**

# Renesas Technology Corp. - Profile

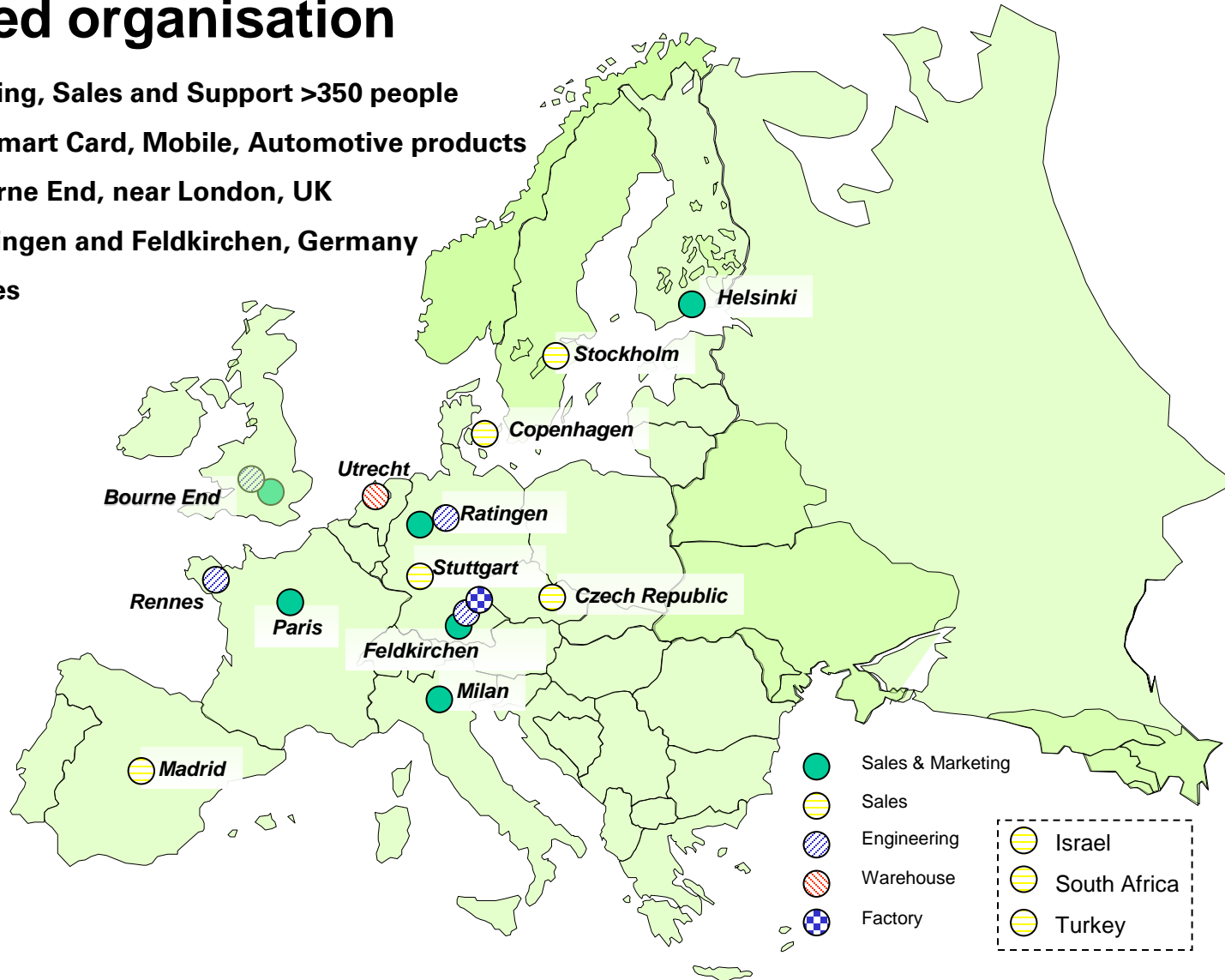
<b>Name:</b>	Renesas Technology Corp.
<b>Established:</b>	April 1, 2003
<b>Paid-in capital:</b>	¥ 50B (Hitachi: 55% Mitsubishi: 45%)
<b>Sales:</b>	¥906B in FY2005 (consolidated)
<b>Capital Expenditure:</b>	¥100B per year (average)
<b>Employees:</b>	26,000 (consolidated)
<b>Management:</b>	Chairman & CEO: Satoru Ito President & COO: Katsuhiko Tsukamoto
<b>Head Office:</b>	2-4-1 Marunouchi, Chiyoda-ku, Tokyo
<b>Group Companies:</b>	43 companies (18 in Japan)



# Renesas Technology in Europe

## - a networked organisation

- Engineering, Marketing, Sales and Support >350 people
- Global support for Smart Card, Mobile, Automotive products
- European HQ in Bourne End, near London, UK
- Major centres in Ratingen and Feldkirchen, Germany
- Offices in 12 countries



# Renesas MCU Products Applied to Various Fields

## • New systems



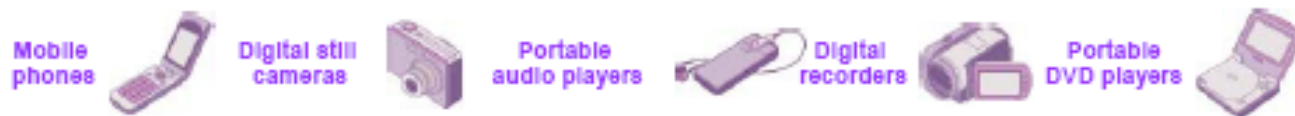
## • Systems with frequent maintenance and upgrading



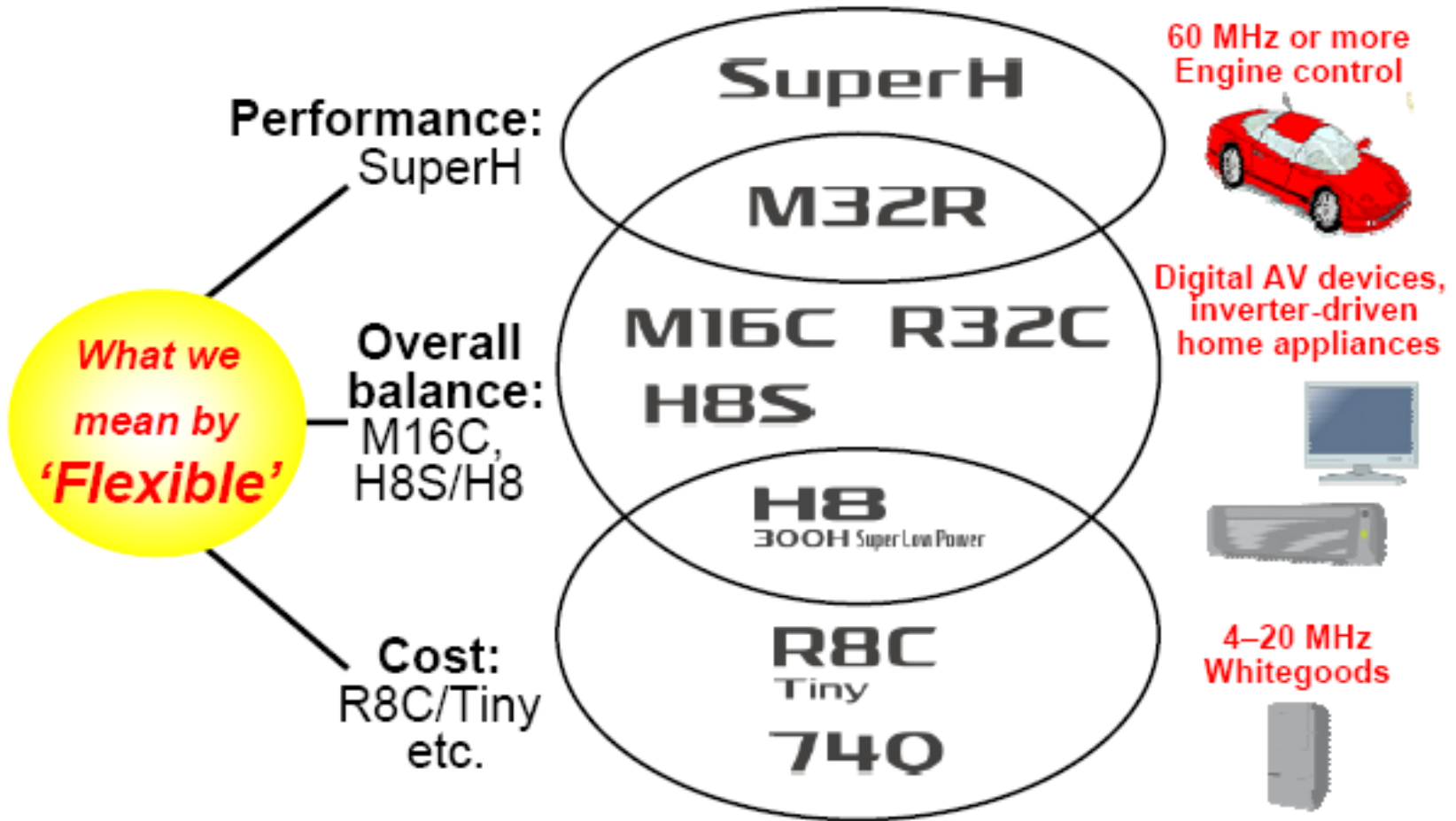
## • Systems which require customization for various market needs



## • Systems with memory for setting by end user



# The most flexible lineup of flash-memory products: more than 300 product types in 30 groups



# UNIVERSITY PROGRAMS

# Greatest flexibility in development environments for flash-equipped products: Tools from more than 200 vendors are available

Renesas provides world class development tools.

We are continuously improving the functionality of our existing tools

and expanding our support with the introduction of new tools, to meet the evolving needs of our customers.

In addition to Renesas provided tools, many partner tools companies support Renesas microcomputers.



# our SALES TOOLS

Everywhere you imagine. **RENESAS**

May 2007

**RENESAS**  
M16C Platform **News**

Welcome to the May 2007 edition of Renesas M16C Platform News.

In this edition, we like to introduce you to the first M16C/Next products coming up this year. This includes not only products in the 16bit area but also 32bit CISC microcontroller extending the M16C Platform with new high performance products.

**RENESAS**  
M16C Platform

**Inspire the New!**

If you have any suggestion or request regarding the Renesas M16C Platform News please feel free to contact us.

Steve Gaines (M16C/Tiny)  
David Noverraz (Tools)  
Bernd Westhoff (M16C/xx and M32C)

Do not send this document to any end-customer!

[www.renesas.eu](http://www.renesas.eu)

Renesas' outstanding support infrastructure reduces your time to market

**Design Made Easy**

**RENESAS UNIVERSITY PROGRAM**

**ALLIANCE PARTNER**

**RENESAS INTERACTIVE**

Everywhere you imagine. **RENESAS**

Renesas microcontrollers  
**The perfect fit**

July 2007

[www.renesas.eu](http://www.renesas.eu)

## NEWSLETTER

Produced regularly for all product families, and for key application areas.

## DESIGN MADE EASY

All about the Alliance and University program, Renesas Interactive and Renesas outstanding support infrastructure.

## THE PERFECT FIT

With this flyer-tool you can guide your customer to the right product family for the particular design. All Renesas MCU families with their key features



# our SALES TOOLS

## THE PERFECT FIT IN DETAIL

### Application overview

The  
The Perfect fit  
Perfect fit

#### The Perfect Fit for Every Application

Renesas Technology is one of the largest semiconductor companies in the world that designs and manufactures highly integrated semiconductor solutions for industrial, consumer, automotive and telcoms markets. Established in 2003 as a joint venture between Hitachi and Mitsubishi Electric Corp., headquartered in Tokyo Japan Renesas employs over 26,000 worldwide.

Application Examples	R8CTINY	M16C	M32C	H8 TINY	H8 SLP	H8S	H8SX	SH
	8-bit	16-bit	16/32-bit	16-bit	16-bit	16-bit	16/32-bit	32-bit
Automotive	-	■■■	■■■	-	-	-	-	-
Building Automation	■■■	■■■	■■	■	■■	■■	■	■■
EPOS/Vending	■	■■	■	■■	■	■■■	■■■	■■
General Purpose Applications	■■	■■■	■■	■	■	■■	■■■	■■■
Health/Fitness	-	■■	-	-	■■■	■■	■	■■■
Instrumentation	■■	■■	■	■	■■■	■■	■	-
Metering	-	■■	■	-	■■■	■■	-	-
Motor Control	■	■■■	■■	-	-	■■	■■	■■■
Multimedia & AV	-	■■	■■	-	-	-	-	■■■
Small Appliances	■■	-	-	■■	■■	-	-	-
White Goods	■■■	■■	■	■■■	-	-	-	■■

- Target Market - Highly recommended
- Suitable Market - (Good fitting products)
- Products available
- Products currently available

Renesas Strengths
Dedicated TS9xxx devices.
Scalable platforms with high integration. Huge choice.
High integration. ISO7618 support. Multiple communications peripherals.
Embedded comms peripherals including LIN, CAN, USB, Ethernet, PLC etc..
Super low power. Integrated LCD drive.
Embedded flash up to 1MB. Huge choice. Integrated LCD drive.
Super low power. PLC and Zigbee solutions for AMR.
Dedicated motor control timers. High performance CPU cores.
Highest MIPs/Watt.
Excellent price/performance ratio.
Excellent price/performance ratio. Best in class EMC performance.

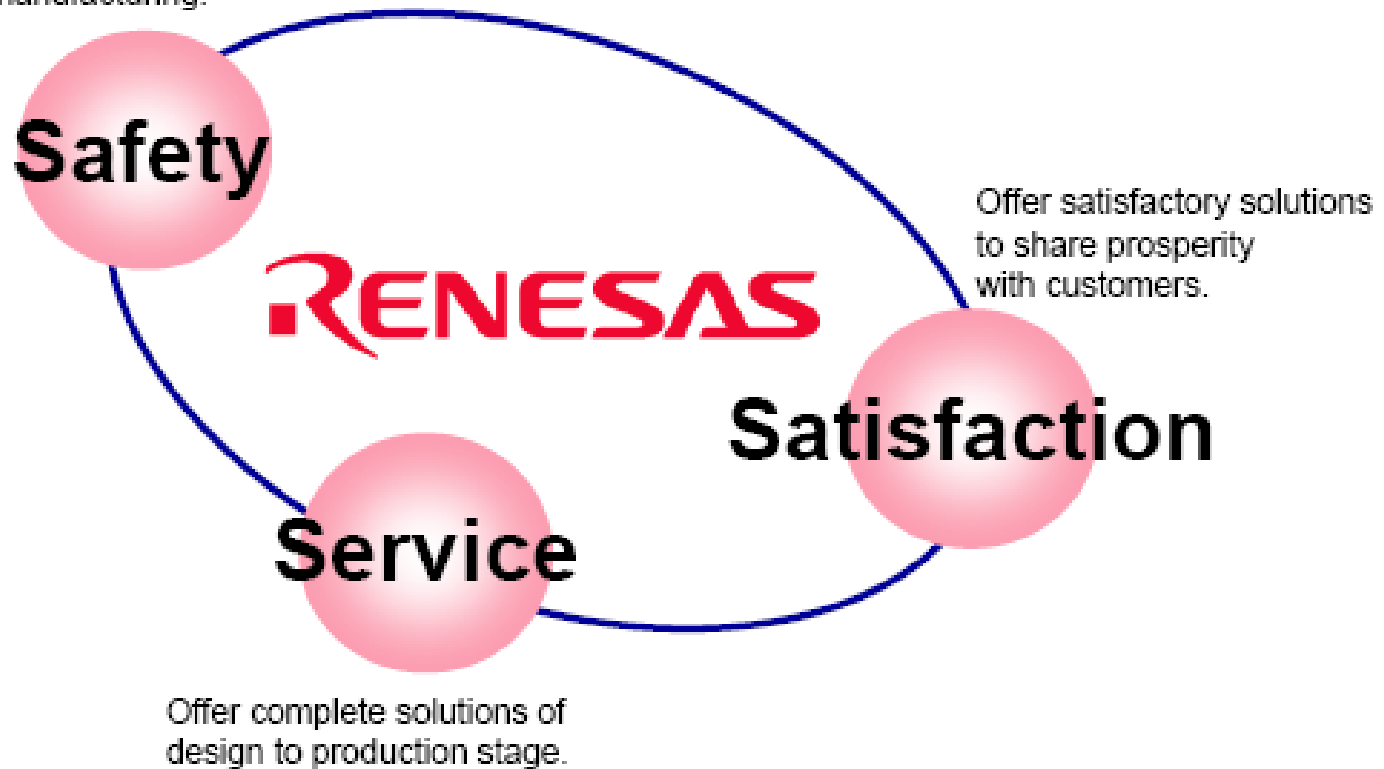
As the the No1 microcontroller supplier globally, Renesas is 100% committed to MCU/MPU providing the full range of controllers. From low power consumption technology such as R8C and H8 SLP, over a broad selection of 16-bit general purpose devices like M16C and H8S(X) up to real time SH RISC controllers and SH processors. Renesas offers a perfect solution for every application.

With this "Choice Made Easy" we would like to guide you to the right product family for new design projects. It gives you a comprehensive overview on all MCU controllers with their key characteristics and the corresponding tools. You will also find a recommendation of product families for certain applications, which is based on the current usage of controllers in certain segments. This is not binding of course. Feel free to select the controller of your choice for your new project - there are no limits!

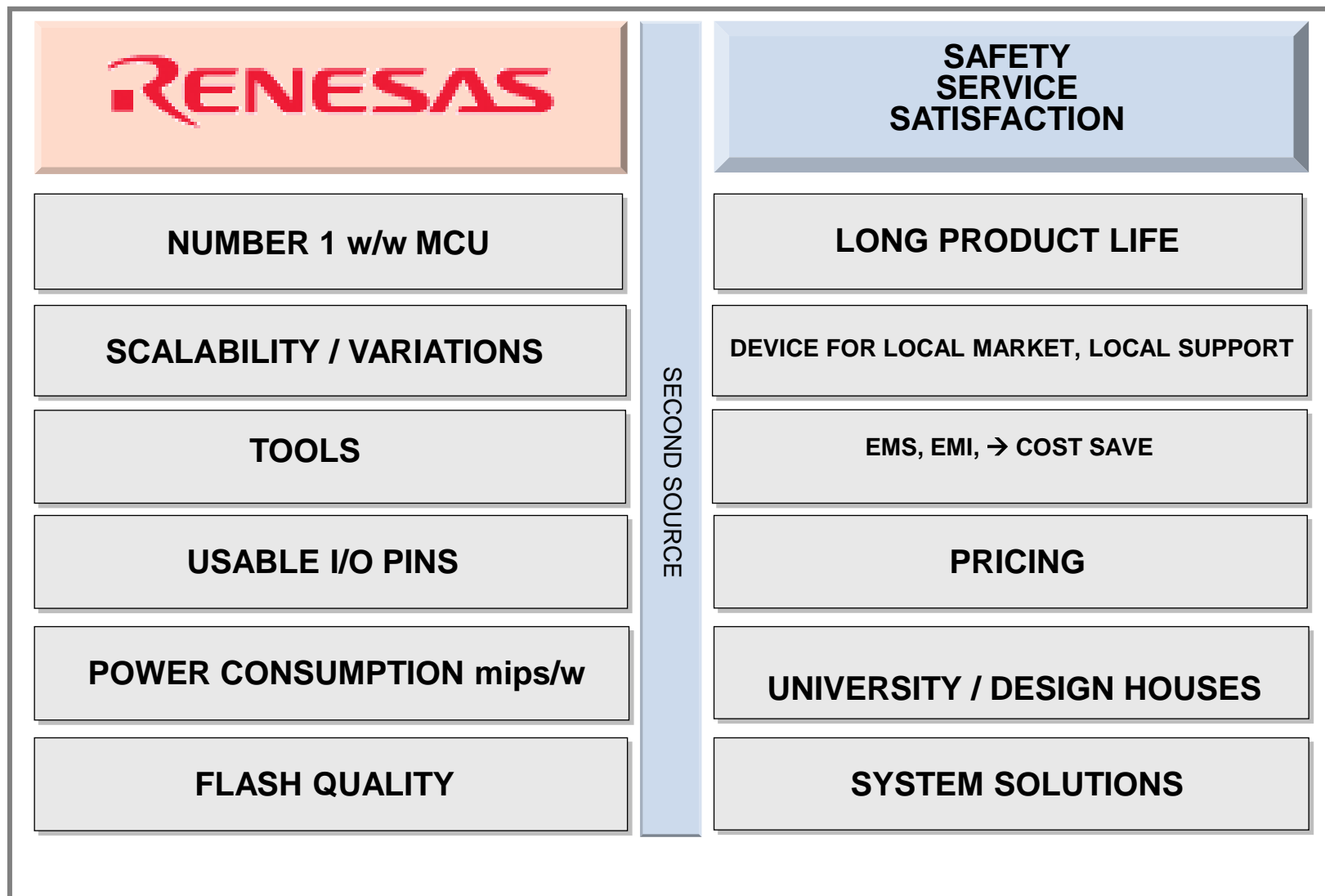
Renesas outstanding support infrastructure with a fully committed partner network will support you to find new creative solutions and accelerate your time to market.

# Renesas MCU Provides Customers with "Safety", "Service", and "Satisfaction"

Offer safety by highly reliable design and high quality manufacturing.



# INVINCIBLE CONTROLLER



# My colleague

Andreas Schwaner  
will continue to present our RSK

**THANK YOU for your patient  
with me!**



**Renesas Technology Europe**

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