



Fujitsu Semiconductor Europe
Company Profile

Together we create
'Right-Sized Solutions'



shaping tomorrow with you



“Fujitsu Semiconductor Europe’s activities include semiconductor products, systems solutions, software and other support services, making it ideally positioned to offer value-added service, design and solutions to key European markets.”

Dr. Joji Murakami
President

Fujitsu Semiconductor Europe GmbH
Langen / Frankfurt, Germany

Commitment to Europe

Fujitsu Semiconductor Europe has been established for more than 30 years and today supplies state-of-the-art semiconductor devices and systems solutions to the European automotive, communications, multimedia and industrial markets. Commitment to Europe is re-enforced by continuous investment in local design and support services at the heart of these markets. Fujitsu Semiconductor’s Sales, Marketing and Design teams at its headquarters in Langen, near Frankfurt are supported by a network of regional Sales offices, as well as dedicated competence centres for Graphics Solutions (Munich), Mixed Signal Development (Maidenhead, UK) and Embedded Software through Fujitsu’s subsidiary, Fujitsu Semiconductor Embedded Solutions Austria GmbH, based in Linz.

Fujitsu Semiconductor Europe is a subsidiary of Fujitsu Semiconductor Limited, Japan, part of the worldwide Fujitsu Limited organisation. Fujitsu Limited is a leading provider of ICT-based business services to the global market and employs over 170,000 people in 70 countries.

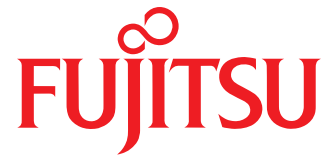


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Fujitsu Semiconductor Europe Company Values



Customer orientation
Brendan Mc Kearney
Executive VP Managing Director

"Fujitsu Semiconductor Europe's mission is to fully satisfy customers by providing them with 'Right-Sized Solutions'. We regard customers as our number one asset and everything we do is aimed at building mutually successful relationships. We endeavour to provide a highly responsive service at all points of contact and gain a deep understanding of customers' and end-customers' needs in order to generate sustainable value-add and competitive advantage."



Company culture
Neil Amos
Senior Director, BU Communication

"Fujitsu Semiconductor's culture is grounded in integrity, openness and realism. We adopt a down-to-earth approach, which takes an objective view of the benefits that technology can offer. Design and engineering teams across Europe, as well as Japan, work together and share experiences and best practice to benefit customers in Europe and around the world. Long-term partnerships are encouraged. Customer-focused attitudes are developed. Promises are delivered."



Global player
Dirk Weinsziehr
Vice President, BU Automotive & Embedded

"Fujitsu Semiconductor develops and supports value-added solutions by focusing on markets where Europe leads by innovation - automotive, communications, networking/telecoms, industrial equipment and digital TV. As a global player, our integrated solutions approach is underscored by innovative semiconductor devices and IP, backed by increasing Europe-based design, software and application support."



Developing employees
Axel Tripkewitz - Senior Director,
HR / Business Support Services

"The key element of our success is our people. The company encourages advancement through comprehensive training and development programmes for individuals, work groups and business units. These range from technical education to team-building and interpersonal skills. Our people's training and development needs are regularly assessed, reviewed and aligned to goals set by the company as a whole."



Profitability & growth
Rainer Hagmaier - Senior Director, Finance

"At Fujitsu Semiconductor Europe our objective is to generate optimal levels of profitability and growth to allow us to re-invest locally in people skills, technology and infrastructure; investment to ensure our customers' continuing success."

Continuous improvement is an integral part of Fujitsu's global policies and objectives. Formal quality management systems are long established, with the aim of continuously monitoring, improving and auditing quality. The pursuit of excellence goes well beyond quality management. Our membership of the European Foundation for Quality Management (EFQM) is helping us improve all aspects of the company's activities from management and processes through to employee development, customer focus and the encouragement of partnerships.



Environmental sustainability is a long term commitment for Fujitsu. We strive to reduce the environmental impact of our products throughout their life cycle, and are committed to conserving energy and natural resources.

Automotive & Industrial Solutions

Automotive

Fujitsu's customers include most European Tier 1 manufacturers for the automotive industry, and many European car-makers who depend on Fujitsu silicon within their product ranges. Applications encompass body and comfort electronics, climate control, dashboards, infotainment, driver assistance, safety and sensor electronics.

Offering embedded flash memory, LIN and CAN interfaces, together with FlexRay™, MOST, IDB 1394 Automotive and APIX®, Fujitsu's MCUs form part of a well-established solutions approach for automotive applications. Along with the company's graphics controllers and advanced multimedia devices, they enable low part-count, high-reliability systems to be developed with minimum integration effort.

The company also works closely with third-party specialists and standards organisations such as AUTOSAR, Automotive SPICE and the FlexRay Consortium. As well as supporting established standards, Fujitsu Semiconductor has been influential in creating new standards from third-party collaborations. The Microcontroller Competence Centre (MCC) in Langen, Germany offers in-depth MCU design and application expertise.

Together with Fujitsu Semiconductor's customised and standard software products, software services incorporating every aspect of software development, integration and porting, Fujitsu offers a complete system solutions portfolio.

Industrial

Beyond the automotive sector, Fujitsu's growing presence in industrial embedded control applications includes optimised solutions for factory automation, smart grid, solar inverter, e-lighting, motor control, vending machines, medical electronics and digital home appliances. Products for industrial applications include 8-, 16- and 32-bit microcontrollers as well as the FM3 family of ARM® Cortex™-M3 based controllers. Specific features include CAN, USB and motor control support.

New application fields like specific industrial bus systems, modern Human Machine Interfaces (HMIs) or Powerline communication (PLC) for building automation or smart grid are addressed together with dedicated partners, always striving to offer system or platform solutions instead of single components.

Based on its FRAM products, Fujitsu enables customers to offer unique product features, for example, FRAM-based RFID devices, which combine fast writing, high endurance and radiation hardness to offer new possibilities for logistic applications, industrial automation and specifically for medical applications.

The system approach strategy is also supported by Fujitsu Embedded Solutions Austria GmbH, (FEAT), providing software solutions tailored to customers' needs in areas such as HMIs or communication devices.

PRIME
ALLIANCE





Graphics

Fujitsu Semiconductor's graphics controllers provide optimised solutions for a comprehensive range of embedded environments including car navigation, head-up displays, complex virtual dashboards, instrument clusters, driver assistance, mobile information terminals and industrial displays.

The range of single-chip graphic display sub-systems runs from compact single-chip 2D systems to high-end 3D, dual-display, eight-layer solutions. In addition to offering the world's fastest embedded rendering capability, Fujitsu graphics controllers integrate a flexible layer concept, a wide range of 2D and 3D rendering functions and provide support for high screen resolutions.

Fujitsu Semiconductor's Graphics Competence Center (GCC) based in Munich is dedicated to graphics solutions with a large team of highly skilled engineers, combining excellence in hardware and software design, application engineering and technical marketing.

Fujitsu's GCC collaborates closely with Fujitsu in Japan on chip architecture and hardware design, producing the logic and hardware macros for new graphics processing units that become stand-alone Graphics Controller or System-on-Chip (SoC) devices.

Software

The focus of Fujitsu Semiconductor Embedded Solutions Austria GmbH in Linz (FEAT) is on worldwide automotive, industrial and telecommunication projects. In these areas, FEAT supports its customers with its own software products as well as provision of software services.

FEAT also supports Fujitsu Semiconductor's existing hardware and software design teams in its Automotive & Embedded Business Unit in Langen, Germany and Graphics Competence Center in Munich.

The product range covers 2D/3D graphic engines and tooling for the automotive area, software frameworks for mobile devices as well as products for speeding-up data transfer over long distances.

The software services and solutions offered by FEAT are not only tied to Fujitsu hardware. FEAT has built-up extensive experience over many years with alternative hardware platforms.

The extensive team of highly-qualified, professional software engineers provides FEAT with the resources in place to take on larger and more complex projects.

Communications & Multimedia Solutions

Communications

Fujitsu Semiconductor Europe has pioneered advanced communication and networking technologies for many years.

Fujitsu's high-end Optical Transport Network (OTN) chip-sets and Ethernet switching devices enable upcoming native Ethernet telecom networks with high capacity Dense Wavelength Division Multiplexing (DWDM) transport links. Fujitsu is a world leader in developing ultra-fast ADCs and DACs for next generation OTN at 100Gbps and beyond. For metro networks, Fujitsu offers Ethernet mappers and SDH/SONET add-drop multiplexers for next-generation converged networks.

Fujitsu has invested significantly in Fixed and Mobile WiMAX, expanding its family of leading-edge compliant SoC solutions. Fujitsu holds substantial PHY layer IP applied in next generation Wireless Broadband systems, and is developing a comprehensive family of advanced LTE RF transceivers. These are complemented by its leading-edge data converters and PLL technology for radio base-station infrastructure. Key to this are Fujitsu's DACs that deliver the performance necessary to enable superior platform solutions while reducing the cost of multi-carrier, wide-bandwidth, air-interface agnostic systems.

Fujitsu Semiconductor's Mixed Signal and Wireless Design Centres in Maidenhead and Langen provide local design support with fast turnaround times, while its extensive portfolio of re-usable IP ensures efficient design throughput.

Multimedia

Fujitsu's Multimedia Business Unit develops and supports a comprehensive suite of products including turnkey solutions for digital set-top boxes, personal video recorders, digital television receivers and in-car entertainment solutions.

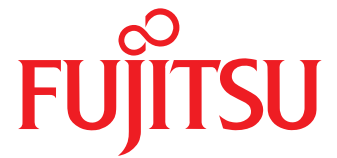
The MPEG decoder, encoder and transcoder families – supporting video standards such as MPEG2, H.264/AVC and multiple audio standards – offer cost-effective and high performance solutions for both standard definition and high definition applications. These highly integrated systems-on-chips (SoCs) are fully supported by comprehensive tools, powerful software and middleware solutions.

New products are continually being developed for high-definition video and multiple-audio standards to complement the existing device portfolio. Fujitsu's Europe-based multimedia hardware and software development centre in Langen has established technical leadership on a global basis, and ensures that European market requirements are fully integrated.

In addition, a wide network of strategic alliances, including software development with key partners, has been established. These alliances provide complementary expertise and support for customers to create one-stop technical solutions.



Leading Employer



Leading-edge technology needs high-calibre people!

Our employees are the foundation for the company's success – always strengthening our market position; always creating an environment where creativity can flourish. At Fujitsu Semiconductor Europe, we are proud of our employees, and want them to remain highly motivated!

As one of us **you will...**

- **benefit** from the advantages of a medium-sized company, such as flexibility and friendliness.
- **find opportunities**, programmes and benefits such as the ones that large corporate groups have in place.
- **have the freedom** to develop your own creative qualities.

- **be part** of a people-oriented culture gaining optimum technology expertise.

- **network** with people from a wide range of cultural, educational and geographic backgrounds.

Our company culture is the inner strength that holds us together in a competitive marketplace. It's what puts the fun into our work, even when it gets difficult on occasions. It's what enables us to stay committed to our vision: 'Shaping tomorrow with you.'

We regularly take part in employer competitions in order to benchmark our employer qualities with other companies. This has helped us position ourselves as a true 'employer of choice'.

Check out what this means for those already working at Fujitsu Semiconductor Europe on www.fujitsu-careers.com



