



Volume 4:

192-Output PDP Driver IC Wins the ADY 2003 Grand Prize

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Photo 1 Receiving the Grand Prize in the Display Materials & Components Category

On July 2, 2003, NEC Electronics' 192-output μ PD16347 plasma display panel (PDP) data driver IC received the Advanced Display of the Year (ADY) 2003 Grand Prize in the Display Materials and Components Category. Advanced Display of the Year is an award established in 1996 to support the advancement of technology in the flat panel display and peripheral industries as well as to encourage market expansion. The awards have four categories Display Modules, Materials and Components, Manufacturing Equipment, and Testing Equipment and are presented at the annual Flat Panel Display Manufacturing Technology Expo & Conference (commonly known as FINETECH JAPAN; organized by Reed

Exhibitions Japan, Ltd.). Recently, awards ceremonies and exhibitions have been gaining much more attention throughout the industry, thanks to newspaper and magazine reports on these events. This year marked the eighth year of the Advanced Display of the Year Award. The pool of applicants for all four categories rose to an all-time high of 110 out of which 12 received Awards of Excellence and the best product in each category was awarded the Grand Prize.

Kazumichi Aoki, general manager of the 5th System LSI Division, and five members of the development team were in attendance at the awards ceremony. General Manager Aoki expressed his joy in receiving the award certificate and plaque by saying, "Thank you very much. Receiving a prestigious award like this will certainly serve as a great encouragement to our company. I believe that our winning this award came about as a result of the tremendous cooperation and support we have received from our counterparts in related fields. I would like to take this opportunity to express my sincere appreciation to PDP makers for the guidance they have given us regarding driver technology, the silicon makers who have provided us with SOI substrates, the TCP makers who have responded to our flammability guarantee needs, as well as many other people who have helped us along the way. NEC Electronics will continue to devote its efforts to developing driver ICs and we humbly ask for your continued support."



Photo 2 192-output PDP data driver IC " μ PD16347"

Terutoshi Sato, a member of the ADY Awards Selection Committee and the general manager of Media Department of Press Journal Inc., made the following comment regarding the reason behind NEC Electronics winning this award: "In the world of large-screen flat panel display TVs, attention has up until now been almost completely focused on display modules and image engines, and driver ICs have been all but ignored.

Due to the large area of the backside of PDP displays, there has been little focus on IC integration and packaging methods compared with the attention paid to LCDs for mobile

phones and PDAs. However, in comparison with LCD driver ICs, PDPs still have quite a bit of room for technological innovation in terms of power consumption and packaging. By pursuing these issues with their PDP data driver IC, NEC Electronics has succeeded in reducing power consumption through the use of silicon-on-insulator (SOI) technology and TCP (tape carrier package) has become possible. In addition, NEC Electronics has increased the number of output pins to twice that of conventional PDP data driver ICs, thereby making it the world's first 192-pin PDP data driver IC, and has also made great contributions to mounting area reduction. SOI is the latest technology to be used in the semiconductor manufacturing process, and NEC Electronics leads the world in the movement being made toward use of TCP for PDP data driver ICs. In the future, the development of miniaturization technology for a broader assortment of output products and chips is expected to make progress. From the viewpoint of displays as a whole, it is my hope that NEC Electronics will not only focus on PDP data driver ICs, but also continue to aggressively pursue innovation and development of display peripheral devices as well as become Japan's driving force in the development of the display industry."

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