



Volume 8:

Booth at CEATEC JAPAN

For five days from October 7-11, 2003, NEC Electronics participated in CEATEC JAPAN held at Tokyo's Makuhari Messe.

CEATEC Japan boasts over 150,000 participants yearly and is the largest-scale conference in Asia. Exhibitions feature new products and products under development, and range from electronic components and devices such as the recently touted DVD recorder to other digital appliances and mobile phones. To extend the experience to as many people as possible, the exhibition is open to technical experts, and also to students and anyone else for whom these products are popular.

This is the first time since separating from NEC that NEC Electronics has had an independent booth in the electronic components and devices zone. The booth featured displays and demonstrations focused on

1. "Advanced technology solutions" encompassing advanced package technologies, high-speed IP cores, design environments and advanced process technologies in cutting-edge equipment designed for high-speed and high-performance servers/workstations and broadband networks
2. System solutions designed to facilitate development of C-based system LSI products and field-specific IP for mobile phones, digital AV equipment and automobiles
3. Platform solutions that included a wide line-up of computers, gate arrays, SRAM, discrete devices and other all-purpose devices, as well as very efficient development tools designed to shorten production periods and lower costs.

On October 9, NEC Electronics President Kaoru Tosaka gave a speech about "Customer-oriented Semiconductor Business." In addition, NEC's Chairman Hajime Sasaki spoke about "Creating a Ubiquitous Society in Japan," which related to this year's CEATEC theme: "Ubiquitous."

One NEC Electronics demo highlighted the μ PD61160 system LSI chip for BS/CS/terrestrial digital high-definition broadcasting systems in Japan. On September 25, prior to the exhibition, at a press conference held at the Japan Federation of Economic Organizations building, members of the press were excited by this product's unprecedented variety of functions aimed at stimulating the future of digital high-definition broadcasting systems.

The μ PD61160 system LSI chip allows the simultaneous display of two high-definition video channels from BS digital, 110°CS, and terrestrial digital broadcasts, and at the same time manages any multimedia data found in services using formats such as MPEG-4. Users of TVs and VCRs having this chip now can view two different programs simultaneously through digital TV broadcasting, including high-definition broadcasting (**Photo 1**). It now has become possible to record digital programs on one channel of an analog video system while watching another through the use of a two-channel, high-definition video display and a down-converter, which converts signals from high definition to analog for VCRs unable to



Photo 1 An example of one exhibit: Dual-Channel Digital Hi-Vision Video Display (Picture-in-picture).



Photo 2 While watching dual digital Hi-Vision channels, one program (the left monitor shown) is down-converted for recording to an analog VCR.

record digital signals (**Photo 2**).

The NEC Electronics booth at CEATEC demonstrated four programs being watched simultaneously in four windows on a 51" PDP large-screen TV. Two of the windows showed MPEG-4 images while the other two showed a high-definition broadcast in high-resolution images. Also, one could test the product using a multi-decoder to 1) record another program while viewing another, 2) split the screen to view the recorded program while watching a current one, or 3) confirm a program is being recorded by displaying it over the current program in a different size.

Links

- Press Release:
NEC Electronics Delivers New System LSI for BS/CS/Terrestrial Digital Hi-Vision Broadcasting Systems - Industry's One of the Fastest CPU Cores with 533 MIPS Enables Simultaneous Processing of Dual Hi-Vision Videos and Multimedia Data
- **Digital AV**
- **Ceatec2003 information**

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