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FUJITSU



E-newsletter

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Fujitsu Focus

Sina Microblog

## Corporate Message



Associate VP of  
Corporate Strategy  
& Management  
Office, Fujitsu  
Semiconductor  
Pacific Asia

In line with China's continuing development, Fujitsu Semiconductor closely tracks emerging market trends and expands into new fields by developing new technology, strengthening its existing business and reinforcing its co-operation and communication with domestic and foreign enterprises. Its aim is to provide an ever richer set of solutions to meet the demands of the China market. At the same time, Fujitsu Semiconductor continues to promote its University Scheme ...

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## About Fujitsu Semiconductor Limited Asia

Collaborating collectively on its distinct strengths and expertise, Fujitsu Semiconductor (Shanghai) Co Ltd, Fujitsu Semiconductor Asia Pte Ltd, Fujitsu Semiconductor Pacific Asia Ltd and Fujitsu Semiconductor (Chengdu) Co Ltd collectively form Fujitsu Semiconductor Limited Asia (FSL Asia), to provide a one-stop center for its semiconductor products to all customers in the Asia-Pacific region. Apart from sales and marketing of semiconductor products, FSL Asia also offers flexible business and system solutions for the digital AV, automotive, consumer electronics, and mobile and wireless markets, as well as design and technical support for customers, locally and regionally.

With technology resource centers and ASIC design support centers strategically located in Hong Kong, Taiwan,

## Press Releases



- **Fujitsu Semiconductor launches MCU MB95560 series with new dual channel flash technology**  
Fujitsu Semiconductor Asia Pte Ltd. announced the release of MB95560 Series ...
- **Fujitsu Semiconductor sets up a joint laboratory with Shandong University**  
Fujitsu Semiconductor (Shanghai) Co., Ltd announced that it has set up a joint laboratory with Shandong University ...
- **Fujitsu enhances microcontroller product lineup to support global automobile needs**  
in order to support a wide range of requirements resulting from the globalization of the automobile industry, the release of 113 microcontrollers ...
- **Fujitsu Semiconductor launches new SPI**

Shanghai and Chengdu, FSL Asia can speedily and competitively meet customers' stringent design-in requirements on ASSP, MCU and ASIC products. With heavy investments in design and engineering capabilities and application support resources, complemented by a regional network of design partners, suppliers and distributors, FSL Asia readily delivers innovative and value-added solutions and varied range of products to its target markets in the Asia-Pacific region.

## Contact

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## FRAMs in 0.18µm technology

Fujitsu Semiconductor Asia Pte Ltd (FSAL) has started sampling customers with the new SPI FRAMs based on its 0.18µm technology ...

- **Fujitsu Semiconductor Boosts AVS Development in China with Leading-edge Technology**

AVS (Audio Video Coding Standard) has been identified as a Chinese national standard, and further more, all terrestrial digital receivers must be equipped with AVS decoder chips one year after the general norm was put out ...

## Activities



- **Fujitsu Semiconductor attends 16th Technology Exchange Conference (Shanghai) held by Dianyuan.com**

Fujitsu Semiconductor attended the 16th Technology Exchange Conference (Shanghai) hosted by Dianyuan.com on 9 July 2011 ...

- **Fujitsu SCMs shine at the third Home Appliance IC Technology Innovation and Energy Saving Power Management Seminar**

On 22 July 2011, the third Home Appliance IC Technology Innovation and Energy Saving Power Management Seminar was held at Guangdong's Shunde Golden Hotel ...

- **China Electronics News Awards 2011 sees two Fujitsu Semiconductor products net awards for best MCU (Products) solutions**

On 9 August 2011, China Electronics News unveiled the winners of the 2011 Best MCU (Products) Solution Awards ...

- **Fujitsu Semiconductor Cup' MCU design competition holds a technical seminar**

On 13 July 2011, the organizing committee of this year's Fujitsu Semiconductor Cup MCU design competition conducted an online technical seminar ...

- **Fujitsu Semiconductor attends the China**

## **Automobile Electronic International Forum and Automobile Semiconductor Application Summit 2011**

On 20-21 July 2011, China Automobile Electronic International Forum and Automobile Semiconductor Application Summit took place at Chengdu's Tianfu Software Park ...

- **Fujitsu Semiconductor courts China's digital TV industry**

The acceleration of triple play is certain to speed the development of IOT, new technology and applications such as cloud computing ...

- **Fujitsu Semiconductor attends the AETF Asia Pacific Power Technology Summit 2011**

On 26 August, Micro-Electronics magazine hosted the AETF Asia Pacific Power Technology Summit 2011 in Shanghai ...

### Special Media Coverage



#### Media Interview

- **Motor Controller market poised to make great strides by 2013**

Mr. Deng Huixiang, senior manager, general processor application engineering department, Fujitsu Semiconductor Design (Chengdu) Co Ltd, was interviewed by Electronics Supply & Manufacturing-China ...

- **An overview of China's automotive electronics segment and the technologies it is using**

Mr. Welch Ding, automotive electronics product manager at Fujitsu Semiconductor (Shanghai) Co Ltd, was interviewed by Electronic Engineering & Product World ...

- **MCU distribution: how to combat falling profits in mature markets**

Mr. Alex Peng, marketing manager of Fujitsu Semiconductor (Shanghai) Co Ltd, and Mr. Zhao Hui, senior product engineer of Fujitsu Semiconductor (Shanghai) Co Ltd, were

interviewed by China Electronics News ...

- **Strong demand for energy saving household appliances that keep running costs low and benefit the environment**

Mr. Cai Zhenyu, senior product engineer, Fujitsu Semiconductor (Shanghai) Co Ltd, was interviewed by globalsca.com ...

- **The global power management market maintains rapid growth**

Mr. Li Dongdong, senior product engineer at Fujitsu Semiconductor (Shanghai) Co Ltd, was interviewed by Electronic Products China ...

Technical Article

- **Selecting the right GDCs**

Special Press Report

- **MCUs apply dual channel flash tech**
- **Fujitsu enhances microcontroller product lineup**
- **Fujitsu develops SPI FRAM in 0.18 $\mu$ m technology**

## Advertisement



## Fujitsu FRAM Product