Creating ‘Right-Sized’ Solutions Together

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.

Brendan Mc Kearney
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 approx. 170,000 people in over 100 countries.

Customer orientation
Alan Burdis
Senior Director, Sales & Supply Chain
“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.”

Global player
Dirk Weinsziehr
Vice President, BU Automotive & Embedded
“Fujitsu Semiconductor Europe 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.”

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.”

Company culture
Manfred Mettendorff
Senior Director, BU Communication
“Fujitsu Semiconductor Europe’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.”

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

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Automotive & Industrial Solutions

Automotive
Fujitsu’s customers include most European Tier 1 manufacturers for the automotive industry, and all European car makers who depend on Fujitsu silicon within their product ranges. Applications encompasses body electronics, climate control, instrument clusters, infotainment, driver assistance, safety and sensor electronics.

Offering embedded flash memory, LIN and CAN interfaces, together with FlexRay™, MOST, Ethernet 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, as well as software services incorporating every aspect of software development, integration and porting, Fujitsu offers a complete system solutions portfolio.

Industrial
Fujitsu’s growing presence in industrial embedded control applications includes optimized solutions for factory automation, smart grid, solar inverter, motor control, medical electronics and home appliances.

Products for industrial applications include 8-, 16- and 32-bit microcontrollers based on Fujitsu’s BX, FX and FR families. Fujitsu’s FM3 family of ARM®Cortex™-M3 based controllers is exclusively designed for Industrial markets.

Specific features include Twin-Ethernet, CAN, USB and other standard communication interfaces, FM3Touch – a patent pending capacitive touch concept – enables customers to design sophisticated HMI’s with very low system cost.

To support customers in their goal to reduce power consumption by introducing modern 3-phase motors in various applications, Fujitsu offers complete solutions consisting of FM3 based microcontrollers, dedicated software libraries as well as HW and SW tools to drive the most important types of electrical motors: BLDC, PMSM and Induction motors.

New application fields like specific industrial bus systems, modern Human Machine Interfaces (HMIs) as well as electrical motor drives 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. Fujitsu’s FRAM standard memory is widely used in metering applications as well as industrial systems. FRAM-based RFID devices, which combine fast writing, high endurance and radiation hardness offer new possibilities for logistic applications, industrial automation and specifically medical applications.

New “dual interface” devices combining FRAM memory with UHF RFID interface and standard SPI interface open completely new possibilities for wireless (RFID based) data modification or update without the need to power up the respective products.

The system approach strategy is supported by a network of partners. Fujitsu Embedded Solutions Austria GmbH (FEAT), provides software solutions tailored to customers’ needs in areas such as HMIs or industrial communication devices.

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Fujitsu Semiconductor's graphics controllers provide optimized solutions for a comprehensive range of automotive and embedded environments including car navigation, head-up displays, freely-programmable and hybrid instrument clusters, driver assistance and industrial applications.

The wide scope of single-chip graphic display sub-systems ranges from compact single-chip 2D systems up to high-end 3D, multiple-display solutions. In addition to offering state-of-the-art, embedded rendering capability, Fujitsu graphics controllers integrate up to five independent video inputs, a wide range of rendering and multimedia functions and they provide support for high screen resolutions, including dual view support.

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, technical marketing and 2D/3D artistry.

Fujitsu’s GCC collaborates closely with Fujitsu in Japan for architecture and hardware design, producing hardware macros, software and tools for System-on-Chip (SoC) devices.

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.

**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 has built-up extensive experience over many years with alternative hardware platforms.

**Graphics**

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Communications & Multimedia Solutions

Communications
Fujitsu Semiconductor Europe has pioneered advanced communications 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, 200Gbps, 400Gbps and beyond. For metro networks, Fujitsu offers Ethernet mappers and SDH/SONET add-drop multiplexers for next-generation converged networks.

Ultra-low jitter PLL technology developed by Fujitsu Semiconductor Europe complements dedicated DAC’s optimized for radio base-station infrastructure, and together these 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.

With its unparalleled combination of world-leading IP, CMOS process knowledge, in-house advanced packaging and test expertise Fujitsu Communications Business Unit shapes the future of the communications markets.

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 (SoC) 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-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