

## Electronic Devices

### ● Business structure reforms bring improved profitability

In the electronic devices area, we have carried out a radical restructuring of our business, reducing production of commodity DRAM products and shifting emphasis to high value-added products such as system LSI (SOC), FCRAM (fast-cycle RAM), and compound semiconductors. We have moved ahead in implementing mixed-line production of flash memory and logic

#### Fujitsu's industry-leading mobile communications products



1. System LSI (SOC)
2. Flash memory (Flash+SRAM)
3. SAW filter, duplexer

ICs at our Iwate plant in northeastern Japan and accelerated the shift to flash memory at our Gresham plant in the U.S.

We have also strengthened and expanded our production system for key devices, such as flash memory and SAW filters to fill the rapidly expanding needs of the cellular telephone market and compound semiconductors for the optical transmission equipment\*. We are proud to hold



42-inch PDP with ALiS technology for HDTV use

top share worldwide for these three products, and we intend to take full advantage of our product development and technological strengths in these areas in the future. In May 2000, in response to the expanding demand for flash memory, we decided to invest in a third plant for Fujitsu AMD Semiconductor Ltd., our joint venture with AMD of the U.S.

Another electronic device for which we have high expectations of growth in the future is the plasma display panel (PDP). With the move toward digital broadcasting, a major expansion is anticipated in the demand for PDPs, which should gain wide use as wall-



mounted consumer-use high definition televisions. Fujitsu Hitachi Plasma Display Ltd., in which Sony Corporation recently took a capital participation, is pressing ahead with development of next-generation PDPs as well as new volume production process technology.

\* SAW: Surface Acoustic Wave