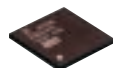
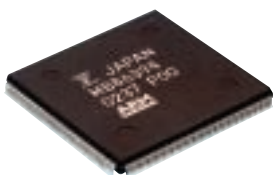


Electronic Devices

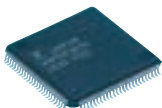
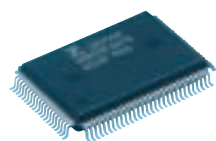
Focusing Resources on Advanced Logic and SoC Devices

Business Strategy

Our goals for this fiscal year are to promote a more customer-centric perspective and manage this business more effectively. Through cost efficiencies and more rapid market responsiveness, we aim to quickly restore profitability. We are focusing resources on our core business of logic chips, especially system-on-chip devices. In addition to enhancing our product lineup, we are expanding beyond simply promoting electronic devices as stand-alone products. In promoting systems solutions through our Software and Services group, there are an increasing number of cases in which an embedded electronic device is the key to delivering value and meeting customer needs, and we are working to leverage our unique strengths in device solutions.



System-on-chip



Microcontroller



PDP

Product Strategies

- In logic chips, we are expanding our existing line of microcontrollers as well as ASICs tailored to specific user needs, such as the digital AV field, and employing the latest fine process technologies to extend our leadership position in the field of system-on-chip solutions. The 90-nm process technology developed at our Akiruno Technology Center is now being used in volume production of CPUs for our high-performance servers. These initiatives support the competitiveness of Fujitsu's platform products and, by focusing our resources on applications for the digital AV, mobile phone / mobile terminal, and automotive markets—fields in which we have particular strength—we aim to expand sales and restore profitability.
- In flash memory, we are expanding our joint venture with AMD beyond collaboration in production to form a new company that will also encompass marketing, R&D and assembly. Fujitsu will continue to deliver flash memory products that meet the diverse needs of our customers.
- At Fujitsu Quantum Devices, which makes compound semiconductors, and at Fujitsu Media Devices, which makes digital media chips, we aim to improve profitability by focusing on the markets for mobile base stations and mobile phones, particularly in Asia.
- In plasma display panels, through Fujitsu Hitachi Plasma Display, we are mass producing new products that continue to deliver superior levels of brightness and resolution to accommodate the expanding market for flat panel display televisions.
- Liquid crystal displays are produced by Fujitsu Display Technologies, which is now focusing on high-resolution screens of 19" and larger in order to increase profitability. Our alliance with Taiwan's AU Optronics Corporation is emphasizing on LCDs that offer greater brightness and wider viewing angles.
- In our components business, which produces relays, connectors, and other vital components for telecommunications systems, we are implementing manufacturing reforms to increase profitability.