

**INDUSTRY LEADER**

**NEC ELECTRONICS, INC.**

**Introduction to the Company For New Employees & Vendors**  
(TRT: 9:08)

**SECTION I: OPENING INTRODUCING NEC  
ELECTRONICS, INC**

MUSIC (15 sec.)

FADE IN: NEC LOGO

ADD TITLES: NEC Electronics Inc. ADD: Industry Leader

FADE TO BLACK - HOLD

Bring up embossed flat globe (1/4 of globe frame). Camera moves in, as if traveling down, down, down...

Close in.

CUT to chip on child's fingernail

FEMALE NARRATOR

Some are so small, they fit on a child's fingertip...

MOVE IN on chip

CUT to computer generated images showing progressive layers of circuits on a chip, built up to match wafer image

FEMALE NARRATOR

Yet every NEC Electronics chip is a miniature three-dimensional puzzle, with hundreds of detailed electrical circuits...

FADE to wafer [1/4 of wafer disk, in mirror image to previous embossed globe image]

HOLD as background *for...* [Product images in smaller frames traveling horizontally and vertically across wafer on screen]

FEMALE NARRATOR

... processing and storing information to solve complex problems.

*[Product images traveling...]* Chip in ceramic package

FEMALE NARRATOR

Precise instructions are designed and embedded on tiny pieces of pure, refined silicon ...

*[Product images traveling...]* Car dashboard

FEMALE NARRATOR

...that can improve a car's performance...

*[Product images traveling...]* Woman on cell phone

FEMALE NARRATOR

...control elaborate telephone systems ...

REPLACE PRODUCT IMAGES WITH INSET PHOTO  
Teacher with children at computers

FEMALE NARRATOR .

...or help children learn to read in school.

FADE OUT TEACHER PHOTO leaving background wafer as transition.

FADE into freeze-frame of Manufacturing Clean Room

MALE NARRATOR

NEC Electronics is a financially stable company ...successful for more than two decades... and ready for the next century.

FADE TO Dynamic Video Montage: Manufacture process - clean room products into packaging, wafer movement, shiny metallic colorful parts, no people, test and assembly

MALE NARRATOR

**Our mission** - to be a leading semiconductor supplier ... providing **advanced electronic components and full systems solutions** for the fast-growing markets in electronic data processing ... telecommunications ... automotive ... and consumer markets.

FADE TO FREEZE FRAME NEC Mountain View HQ: PULL OUT from NEC Logo to full frame with flowers

MALE NARRATOR

Established in the U.S. by the international NEC Corporation ... we have headquarters in Mountain View, California ...

FADE TO Overhead of Roseville plant [*Sweep left to right*]

MALE NARRATOR

a vast, newly expanded manufacturing facility in Roseville, near Sacramento...

CUT TO Graphic: USA Map - Animating West to East to show company locations nationwide

MALE NARRATOR

...and local sales offices and design centers throughout the U.S.

GRAPHIC EXPANDS to Global Map, highlighting NEC locations worldwide.  
FEMALE NARRATOR NEC Electronics is a dynamic **local** company ... with access to the global resources of NEC's network of affiliates.

FADE TO: **LOGO of "4 C's"** at the center of the screen

FEMALE NARRATOR

Strong **values** form the foundation of our **unique corporate culture** ... guiding our business towards success.

FEMALE NARRATOR

These values are "**the four C's**" — customers, co-workers, company and community:

**LOGO of "4 C's"** is built at the center of the screen , each "C" is highlighted as an accompanying photo is added

**Customers** word is highlighted and Customer photo appears

FEMALE NARRATOR

We are committed to exceeding the expectations of our **customers ...**

**Company** word is highlighted and Company photo appears

FEMALE NARRATOR

...and meeting the profit objectives of our **company ...**

**Co-Worker** word is highlighted and Co-Worker photo appears

FEMALE NARRATOR

by drawing upon the individual talents of our **co-workers ...**

**Community** word is highlighted and Community photo appears

FEMALE NARRATOR

and contributing to the **communities** in which we operate.

**SECTION II: CUSTOMERS EXCEEDING CUSTOMER EXPECTATIONS**

4C's: wipes diagonally from bottom left up to word **Customer** Word levels out and enlarges "Committed to Customer Satisfaction" appears underneath

MALE NARRATOR

Our customers demand excellence.

Graphic Map of World from page *[followed by overlay of 4-6 Images]* Pic starts from location 1 – blows up to full screen - shrinks down to location 2 (customer with NEC employee)

MALE NARRATOR

At NEC Electronics, the customer is always first ... and we strive to **exceed** their expectations.

Pic starts from location 2 – blows up to full screen – shrinks down to location 3 (ordering scene in Europe)

MALE NARRATOR

This is especially important in today's highly competitive global market... where customers' needs are constantly changing.

Pic starts from location 3 – blows up to full screen – shrinks down to location 4 (manufacturing scene in Roseville plant)

MALE NARRATOR

By working **closely** with our customers ... considering their total business activities on the global playing field... we provide competitive systems solutions ... with the right products at the right time.

Pic starts from location 4 – blows up to full screen – shrinks down to location 5 (warehouse scene from Mt. View HQ)

MALE NARRATOR

Using the most advanced technology available, we bring innovative products to the marketplace, quickly.

CUT TO: [Start with Freeze Frame] Video B-roll from Roseville Plant, 4 Meg Line, clean room, people in action.

FEMALE NARRATOR

With a **local** NEC manufacturing facility ... tied to a global manufacturing network, we can meet our customers' product needs at any time, anywhere.

Through a concept we call "**mesh globalization**" ... products are manufactured worldwide, to identical, exacting specifications, with the same high quality and reliability.

CUT TO: Photo of Design Team 1

FEMALE NARRATOR

Our comprehensive technical support includes ASIC [*pronounce: "a-sick"*] design centers around the U.S.

FADE TO: Photo of Design Team 2 with customers

FEMALE NARRATOR

And our Field Application Engineers work with customers to develop solutions and to customize products for their particular applications.

FADE TO: Photo of Hotline operators

FEMALE NARRATOR

A special toll-free technical hotline is staffed by engineers to answer our customers' technical questions.



FADE TO: ASIC array as background for sequence of 3 packages of NEC products

FEMALE NARRATOR

NEC Electronics is committed to building strong, long-term customer relationships

... with the best possible customer service .. a broad line of advanced products ... and competitive systems solutions.

**SECTION III: COMPANY TECHNOLOGY LEADER**

4C's: wipes diagonally from bottom left up to word **Company** Word levels out and enlarges "Technology Leader" appears underneath

MALE NARRATOR

We are technology leaders at NEC.

FADE TO: Sequence of images from Roseville plant. Roseville interior wide-shot with man at center

MALE NARRATOR

As an example, we were first to bring the 64-meg D-RAM [*pronounce "Dee-Ram"*] chip to market...

FADE TO: Roseville interior close up of man at work

MALE NARRATOR

...and we are at the forefront of RISC [*Pronounce "RISK"*] technology, delivering 64-bit microprocessing power.

FADE TO: Roseville interior close up of man at work

MALE NARRATOR

with global resources and local engineering...

FADE TO: Roseville interior close up of woman at work

MALE NARRATOR

... we are market-driven.

FADE TO: ASIC array as background for sequence of 6-8 packages of NEC products

## MALE NARRATOR

We have a broad product line... with more than 5000 advanced device types... to meet a broad range of customer needs.

You'll find leading-edge NEC products in an extensive array of applications ... MALE NARRATOR ... from electronic data processing ... telecommunications... and automotive applications... to consumer appliances

ASIC ARRAY remains on screen as background. *[Words appear and product images criss-cross screen in horizontal movement to echo earlier product parade.]*

*MEMORY PRODUCTS*

## FEMALE NARRATOR

Our competitive products include: a broad **memory product line**, with a wide range of packaging options ...

*[Words and product images...]* MICROCOMPUTERS

## FEMALE NARRATOR

**advanced microcomputers ...**

*[Words and product images...]* ASIC PRODUCTS FEMALE NARRATOR ... and **ASIC** *[pronounce: "A-SICK"]* **products**, including high-performance 64-bit microprocessors and leading-edge 0.5 micron ASIC solutions.

*[Words and product images...]* ELECTRON COMPONENTS

## FEMALE NARRATOR

And we offer a wide variety of **electron components** including capacitors, fluorescent indicator panels, active matrix LCDs, and 4-bit micro-controllers for the consumer electronics industry.

ONLY ASIC ARRAY remains on screen.

FEMALE NARRATOR

We deliver **excellence in technology**. And our employees are dedicated to helping our customers achieve the competitive edge.

**SECTION IV: CO-WORKERS A TWO-WAY STREET**

4C's: wipes diagonally from bottom left up to word **Co-Workers** Word levels out and enlarges "A Two-Way Street" appears underneath

CUT TO: Photo of group of 3 employees working together

MALE NARRATOR

Because our employees play such an important part in achieving outstanding results...

FADE TO: Photo of employee working FADE TO: Photo of group of employees working

MALE NARRATOR

We hire and reward **outstanding people** ...

FADE TO: Photo of 2 employees working together at computer FADE TO: Photo of female worker posed FADE TO: Photo of black male worker

MALE NARRATOR

... **team players**, with a "can-do," customer-first attitude.

FADE TO: Photo of 3 male employees working together

MALE NARRATOR

At NEC Electronics, we see our employment relationships as a "**two-way street.**"

FADE TO: Photo of 2 employees FADE TO: Photo of workers reviewing benefits information booklet

MALE NARRATOR

We **expect excellence** from our employees, in all aspects of their work. And **in return**, we offer ...

FADE TO: Close up on benefits information booklet in employees' hand

MALE NARRATOR

... a progressive compensation package that is competitive within the industry ... and some of the best training and development in the field, including on-the-job development and tuition reimbursement.

FADE TO: Photo of campus FADE TO: Training session sequence (6 images fade slowly one to the next)

FEMALE NARRATOR

When people strive for excellence at work... they strengthen their own performance and the company's, as well.

At NEC Electronics, we offer our employees the chance to pursue their own development to the fullest... and to be personally involved in our business accomplishments

CUT TO: close-up of two employees at work and rapid montage of individual faces.

FEMALE NARRATOR

We also **value diversity** at NEC.

In our multicultural environment, we respect each others' viewpoints ...

And we work toward achieving consensus ... so that **together**, we can make our company a success ...

PULL BACK to wide shot of diverse group smiling, enjoying one another's company in the work setting

FEMALE NARRATOR

And, most important... we can better serve our customers.

**SECTION V: COMMUNITY RESPONSIBLE  
CORPORATE CITIZENSHIP**

4C's: wipes diagonally from bottom right up to word **Community** Word levels out and enlarges "Responsible Corporate Citizenship" appears underneath

CUT TO: School kids up close and pull out to reveal broader circle and teacher.

MALE NARRATOR

We and our employees are deeply committed to the communities in which we live and work.

NEC supports a variety of programs that are directed towards improving the quality of life, where we do business.

CUT TO: Science fair kids

MALE NARRATOR

Our top priority is to improve the quality of education for our children.

For that reason ... we are involved in forming partnerships with local schools ... providing access to the latest in technology ... and lending our expertise as mentors and tutors ...

PAN from close up on a computer to circle of kids looking at the computer

MALE NARRATOR

We support a variety of youth programs throughout the community....

And we provide much-needed resources, through company-supported volunteer programs.

FADE TO: Bird flying FADE TO: Outdoor shot, Roseville Manufacturing facility with building signs

FEMALE NARRATOR

NEC places great importance on caring for the environment.

FADE TO: Roseville hallway moving in on "NO CFC" signs

FEMALE NARRATOR

Our manufacturing facilities operate with particular attention to the safety of our employees and the communities around us.

Our employees are encouraged to join us in conserving resources, recycling, and

FADE TO: Bird flying (alternate view)

FEMALE NARRATOR

protecting the environment in which we all must live, for generations to come.



**SECTION VI: NEC ELECTRONICS INDUSTRY LEADER**

FADE TO: Words embossed: *INDUSTRY LEADER*

FADE TO BLACK. *Wafer enters view from bottom of screen, moves up to approximate globe image position.*

HOLD WAFER on screen, *At right of screen – slow, downward scroll of key images repeated from earlier over wafer background*

IMAGES SCROLL: Woman at phone Design Team

MALE NARRATOR

To continue our success at NEC in delivering advanced products and solutions to the electronics industry ...

IMAGES SCROLL: Roseville

MALE NARRATOR

We challenge our employees to contribute their expertise and skills ... as we create the technologies of the future ...

FADE TO: 4 C's logo and *build* ADD: Customer photo (2 men on computer), top right

MALE NARRATOR

by anticipating our **customers'** needs

ADD: Company photo of Mountain View HQ, top right

MALE NARRATOR

contributing to the profit objectives of our **company** ...

ADD: Co-worker photo of employee, bottom right MALE NARRATOR working closely and productively with **co-workers** ...

ADD: Community photo of employee with kids, top left

MALE NARRATOR

and actively supporting the local **communities**, where we live and work.

MOVE IN ON: Co-worker photo of employee, bottom right, until it fills the screen

MALE NARRATOR

We ask our employees to join us in supporting our **company values ...** building the foundation for success

FADE TO: NEC Logo – HOLD

MALE NARRATOR

at NEC Electronics ...

FADE TO: BLACK

MALE NARRATOR

Today and in the future.

MUSIC (15-20 seconds).

CREDITS WHITE LETTERS ON BLACK (BUILD):

Produced for NEC Electronics Inc. Produced by Selk Communications

FADE TO BLACK

MUSIC END.

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