



DRM Symposium Kaiserslautern

July 3, 2014

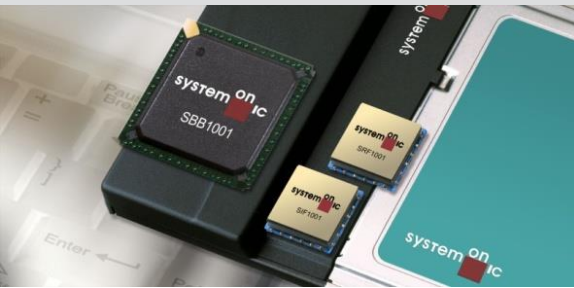
Jörg Fischer, BL Car Entertainment, Dresden



Agenda

- ▶ NXP Dresden: Historic overview
- ▶ Mega Trends Shaping the Automotive Industry
- ▶ Partnering with the Leading Customers
- ▶ Connected Mobility
- ▶ NXP Dresden
- ▶ Infrastructure in Saxony

NXP Dresden: Historic overview



- 1953 NXP Semiconductors was founded when Philips started a semiconductor operation in Nijmegen
- 1999 Systemonic was founded out of the University of Dresden
- 2002 Systemonic was acquired by Philips to strengthen WLAN expertise for cell phones
- 2003 Name changed to Philips Semiconductors Dresden AG.
- 2006 Philips Semiconductors becomes NXP Semiconductors N.V.
- 2010 NXP completed its IPO, with shares trading on NASDAQ under the ticker symbol NXPI
- 2011 SAF35xx – Industry 1st Global Automotive Digital Radio HD Radio, DAB, DRM
- 2013 CES demonstration on NXP's first monolithic software defined digital radio RFCMOS IC



Mega Trends Shaping the Automotive Industry



Energy Efficiency

- Government regulations
- Electrification of drive train
- Replacement of mechanics by smart electronics



Connected Devices

- Safety
- Entertainment and convenience
- Intelligent traffic management



Security

- Protection of the connected car against hacking
- Theft prevention
- Detection of counterfeit parts



Safety

- Active accident prevention
- Rapid help in case of emergency
- Reliable wireless communication

90% of all automotive innovations are enabled by electronics, making semiconductors a critical success factor!

Partnering with the Leading Customers

Automotive



Identification



Standard Products



Wireless infra, lighting & industrial



Mobile, consumer & computing



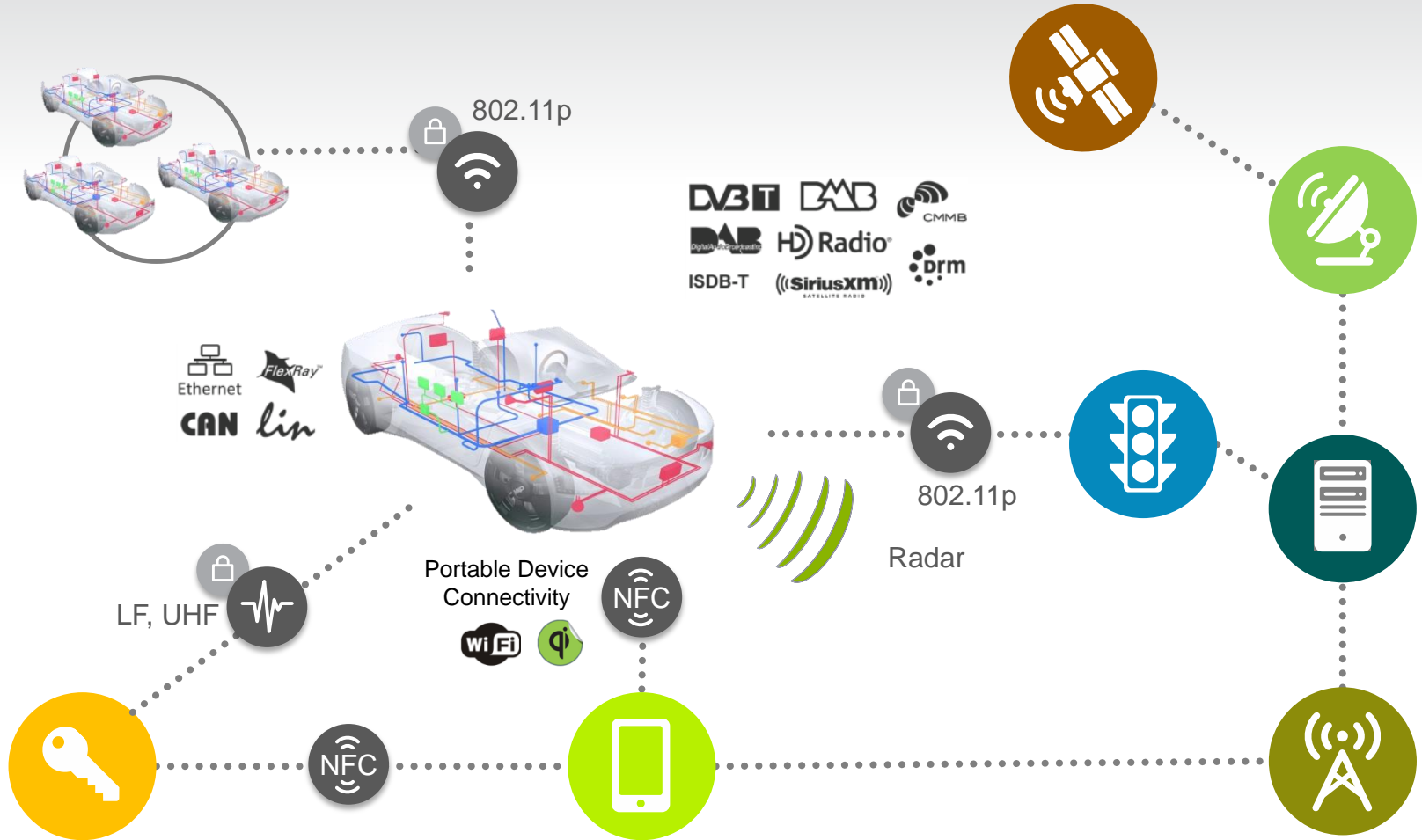
Distributors



No account over 10% of sales, address 1,000+ Customer Design Centers directly, and over 30,000 via distribution

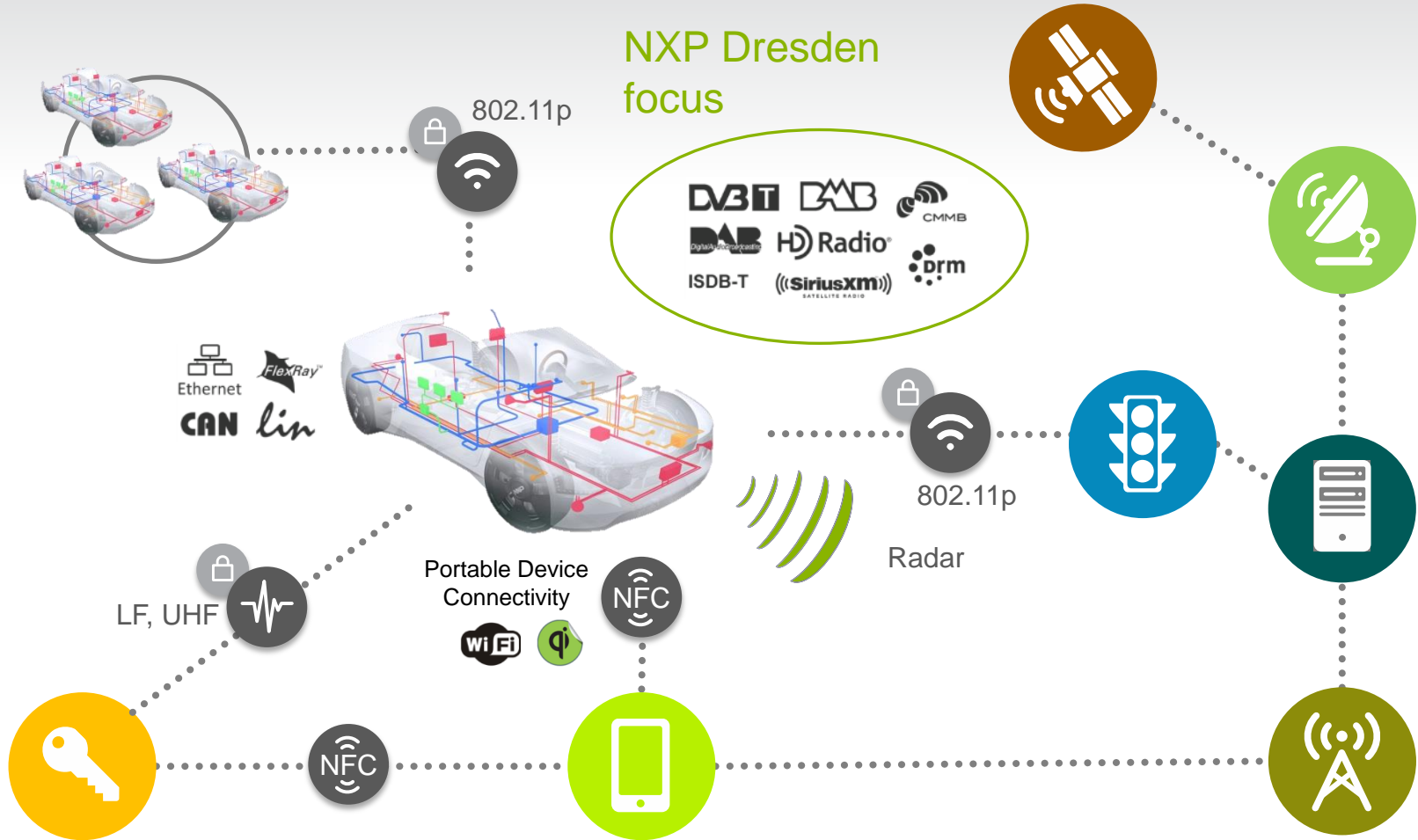
Connected Mobility

... enables communication between cars, people, infrastructure, inside the car



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NXP Dresden

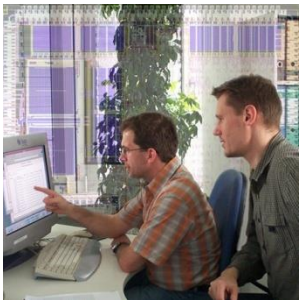
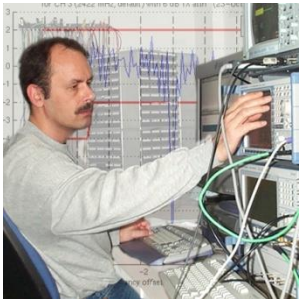
NXP Dresden is based in the heart of historic Dresden close to the Elbe River and is part of Silicon Saxony.



NXP Dresden

NXP Dresden is a center of excellence for wireless communication systems with many years of expertise and experience – especially in the fields of the development of embedded firmware, software and the respective support tools and verification and validation.

21 Engineers plus Consultants in NXP



Infrastructure in Saxony

- ▶ Excellent collaboration with the Universities
 - The TU Dresden (TUD) is one of eleven German **Universities of Excellence** since June 2012
 - NXP Dresden executed several Diploma Thesis together with TUD and could hire 3 graduates in the domain of electric engineering
 - Ca. 6 Students & Trainees are regularly employed at NXP Dresden from several universities like HTW, TU Chemnitz & TU Dresden



- ▶ Bonding Career Fair Dresden
 - Yearly event to represent the company and contacting young talents. Ca 70 companies were present
 - we achieved 2014 50 contacts and found 20 interesting candidates for NXP



Infrastructure in Saxony

- ▶ Successfully working together within Subsidy projects
 - Example  :
 - Joined activity w. Small & medium-sized companies, Universities and NXP : subsidy for NXP Dresden ca 1,8M€ over 5yrs
 - New activities have been started 
 - Cluster project within the framework of the program “Twenty20 – Partnership for Innovation” of the German Federal Ministry of Education and Research
 - The initial partners consists of 22 SMEs, 15 major enterprises, 6 universities and 3 research institutes and funding amounts to 45 million Euro until 2019
- ▶ Excellent collaboration with Saxony government of „Staatsministerium für Wirtschaft, Arbeit und Verkehr“
 - Eg: Intelligent Traffic System Steering Comittee established
- ▶ Silicon Saxony High-Tech Network
 - Linking more than 300 members at the business location SAXONY!





Thank you

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