



Date: April 2, 2010

To: B. Williams, M. Loftus, R. Grace, M. Josi, J. Maddock, D. Gutierrez, M. Jones, S. Hogan, C. Thompson

cc: S. Satoh, O. Milani, D. Collins, R. Yee, K. Fijak, G. Peel, E. Delong, B. Dunhouse, A. Tsellas, F. Tercenio, D. Tanaka

From: Cathy Dotson - Sr. PME - Display BU/Strategic Marketing

Subject: Phase Out Notice – 1H FY 2010

The purpose of this memo is to inform you that NEC LCD Technologies (NLT) has released the 1H 2010 official phase-out notification for a number of displays as well as pre-announcement notification of products planned for phase out in October 2010. **Please read the information below VERY CAREFULLY as there are a number of different types of products impacted in this notification!**

It is very important that all distributors and customers realize that the notification outlined here pertains to all business within Renesas Electronics America's (REA) jurisdiction. Notifications distributed by other Renesas/NEC entities in other regions (such as Europe or Asia) do not apply for business managed/handled through REA. We make every effort to provide milestone deadlines that give us sufficient time to meet NLT's deadlines for forecast submission and order placement.

At the end of this memo you will find a list of products that are planned for phase out announcement in October 2010.

Details of the April 2010 Industrial LCD phase out announcement are as follows:

<u>Phase out Product</u>	<u>Suggested Replacement</u>
NL6448BC26-01	NL6448BC26-09
NL6448BC26-03	NL6448BC26-20F or NL6448BC26-08D
NL8060BC31-27D	NL8060BC31-42D
NL160120AC27-05	NL160120AC27-20

Phase out milestone schedule:

April 2010	Formal phase out announcement
September 15, 2010	LTB forecasts will be due to REA
March 15, 2011	LTB orders will be due to REA
September 30, 2014	NEC/REA to make final delivery of all LTB product

The following product was previously announced for phase out. It is listed here as a reminder that LTB orders for this product will be due to REA by September 15th, 2010:

<u>Phase out Product</u>	<u>Suggested Replacement</u>
NL128102AC28-07	NL128102BC29-10 (19")

Customers using this product should be advised to look at other REA displays for their designs. The phase out milestones for this display are:

October 16, 2009	Official phase-out announcement
March 15, 2010	LTB Forecasts due to NECELAM-Display SBU
September 15, 2010	LTB Orders due to REA (in the system)
March 31, 2011	Final delivery of all LTB orders



As a reminder *the April 2009 Industrial LCD phase out announcements were as follows (all LTB orders should already have been submitted to REA):*

<u>Phase-out Product</u>	<u>Suggested Replacement</u>
NL3224AC35-01	NL3224BC35-20
NL3224AC35-06	NL3224BC35-20

Customers using these products should be advised to look at other NEC displays for their designs. The phase-out milestones for these products are:

April 2009	Official phase out announcement notification
September 25, 2009	LTB Forecasts due to NECELAM Display SBU
March 15, 2010	Last time buy orders were due to NECELAM (in the system)
September 30, 2010	Final delivery of all LTB orders

Note: No products purchased for REA customers are being pre-announced for phase out.

Please remind customers, VAPs and distis that ALL LTB (last time buy) orders are NCNR (non-cancellable, non- returnable). This is NOT negotiable.

Make sure this information is promptly communicated to all reps, customers, distis, and VAPs. The fax form that follows should be completed and faxed to Anna Tsellas to confirm that the appropriate people have been informed of the current list of phase out products.

Thank you for your help in spreading the word about the phase out schedule. Let me know if you have any questions.

Best regards,

Cathy Dotson
Renesas Electronics America – Display BU



Fax

To: Anna Tsellas	From: [Click here and type name] (Disti Acct Mgrs, Salesperson or Rep.)
Fax: 408-588-6272	Pages: 1
Phone: 408-588-6003	Date: 10/3/2011
Re: Confirmation of LCD Phase Out Notification	CC: Cathy Dotson

X Urgent **For Review** **Please Comment** **Please Reply** **Please Recycle**

This is to confirm that I, _____ (Your Name) _____, of _____ (Company Name) _____, have delivered the 1H FY 2010 phase out notification to _____ (Customer or Distributor Name) _____.

I have read and understand the phase out process and schedule of the impacted products as described in the notification. I will work with my customers to provide the final forecast and purchase order to meet the deadlines as described in the phase out notification.