



TECHNOLOGY HIGHLIGHT

Automatic ID Optimizes Versatile Electronics Production _____ 15

SPECIAL REPORT

Advanced In-Car Parts

Innovative Semiconductors Power up Next-Generation Cars _____ 17

Renesas' LSI Enables Simultaneous In-Car Processing _____ 18

Vital Parts Improve Functions, Reliability of Future Cars _____ 20

ADI Expands IC Technologies for Hybrid Cars _____ 22

High-Class Batteries for HEVs, EVs Gain Momentum _____ 24

Advanced Components Shape up New Breed of Cars _____ 25

Calibration Equipment

Calibration Equipment, Service Raise the Bar of Measuring Tools _____ 27

TECHNOLOGY FOCUS

R&D, Measurement Methods Drive Improvement on Batteries _____ 29

SMTs: IN REVIEW

_____ 32

TEST AND MEASUREMENTS _____ 36

TPCA SHOW 2009 HIGHLIGHT

Major Players Chart Future of PCB Industry _____ 41

Yamaha Motor Advances Functions of New Modular Moulder _____ 41

Union Tool Extends Life Cycle of Carbide Drills for PCBs _____ 42

Ishii Hyoki Steps Up Sales Pitch in Taiwan, China _____ 43

Chemitron Makes Foray on PV-Related Equipment _____ 43

Tongtai Machine Emphasizes PCB Drilling Tools in Asian Market _____ 44

TTM Leverages on Pumice Jet as Surface Treatment Technology _____ 44

Hitachi Via Mechanics' New Machine Improves Area Productivity _____ 45

Dainippon Screen Gears up Toward Market Recovery _____ 46

Ebara-Udylite Props up PCB-Related Products in China, Taiwan _____ 46

DEPARTMENTS



AEI News _____ 8



Techwatch _____ 14



Business Strategy _____ 39



Product News _____ 48



AFTA All

NHK Builds up as Japan Braces for Complete Digital Switchover _____ 50

Kenji Nagai
General
Managing Director
Executive
Director-General
of Engineering



ASIA ELECTRONICS INDUSTRY (ISSN 1342-422X) is published monthly by Dempa Publications, Inc., 1-11-15 Higashi Gotanda, Shinagawa-ku, Tokyo 141-8715, Japan Tel: +81-3-3445-6111 Fax: +81-3-3447-4666. Editorial e-mail: aei@info.com.ph.; Subscription e-mail: circmnl@pltdsl.net. The magazine is distributed free to qualified subscribers in ASEAN countries (Thailand, Indonesia, The Philippines, Malaysia, Singapore, Brunei, Vietnam, Myanmar, Cambodia and Laos), as well as Korea, Taiwan and Hong Kong.

Paid air mail subscription is available to non-qualified subscribers in the Asian and Pacific regions for US\$150 per year and US\$260 for two years. For other areas, air mail subscription fees are US\$160 per year and US\$280 for two years. Paid subscription is accepted at <http://aei.dempa.net/paidsub/subscription.html>

Send address corrections to Dempa Publications, Inc., c/o Quantum Solutions (HK) Ltd. Unit 3-6, G/F Pacific Trade Centre, 2 Kai Hing Road, Kowloon Bay, Kowloon, Hong Kong

President & Publisher: Tetsuo Hirayama

Copyright © 2010 by Dempa Publications, Inc.

Hong Kong: Dempa Asia Advertising Hong Kong, Ltd., Room 2202C, 22/F, Nan Fung Centre, Tsuen Wan, Hong Kong, Tel: +852 6906-8708 Fax: +852 2498-3287 **Taiwan:** International Dempa Trade Co., Ltd., No. 36, Nanking W. Rd., Taipei, Taiwan, Tel: +886-2-2558-1817 Fax: +886-2-2555-6428 **Korea:** Dempa Publications, Seoul Office, Masters Tower, Room 1404, 553 Dohwa-dong, Mapo-ku, Seoul, Korea, 121-040, Tel: +82-2-714-2983 Fax: +82-2-714-2984, Sinsegi Media Inc., Choongmoo Bldg. Room 1102, 44-13, Yoido-dong, Youngdungpo-gu, Seoul, Korea, 150-890, Tel: +82-2-785-8222 Fax: 82-2-785-8225 **Philippines:** Dempa Publications, Inc. - Regional Headquarters, Herrera Tower, Room 2510, 98 V.A. Rufino Street, Salcedo Village, Makati City, Philippines, Tel: +63-2-845-0906 Fax: +63-2-845-1829

All rights reserved. The contents of this magazine may not be reproduced in whole or in part without the prior permission of the copyright owner. Printed in Hong Kong.