



# **New Business Innovation (NBI)**

## **Extending Core Business via New Innovations**

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**Semiconductor SIG**  
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# NXP Semiconductors

- ▶ **President & CEO:** Rick Clemmer
- ▶ **Headquarters:** Eindhoven, The Netherlands
- ▶ **Net sales:** \$5.4 billion in 2008 \*)
- ▶ Established in 2006 (formerly a division of Philips)
- ▶ 50+ years of experience in semiconductors

*NXP provides engineers and designers with semiconductors, system solutions and software that deliver better sensory experiences*

- ▶ **Businesses:**
  - Home
  - Automotive & Identification
  - Multimarket Semiconductors
- ▶ Owner of NXP Software, a fully independent software solutions company

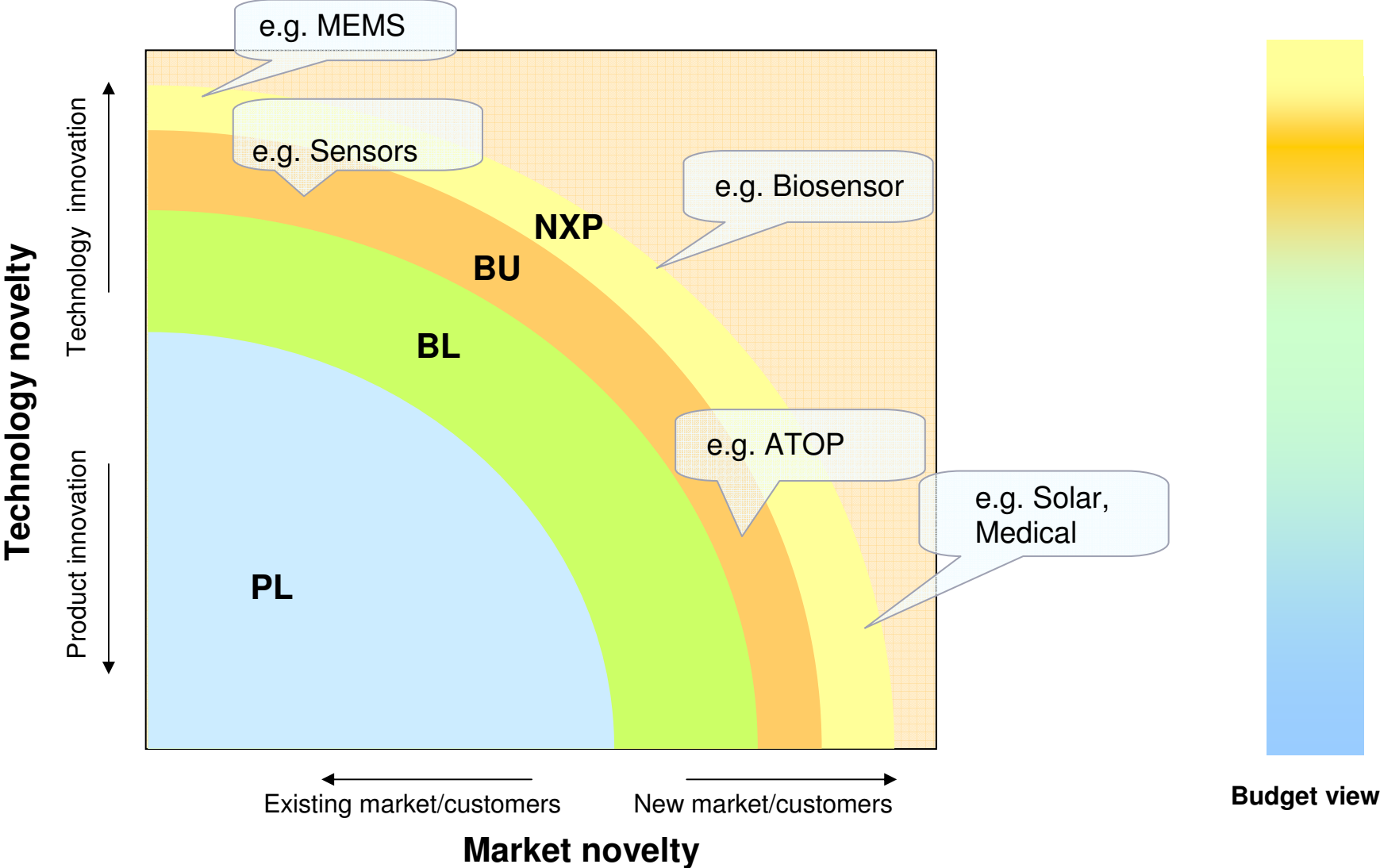


\*) These figures include the Mobile & Personal business which was largely part of the ST-NXP Wireless JV in 2008

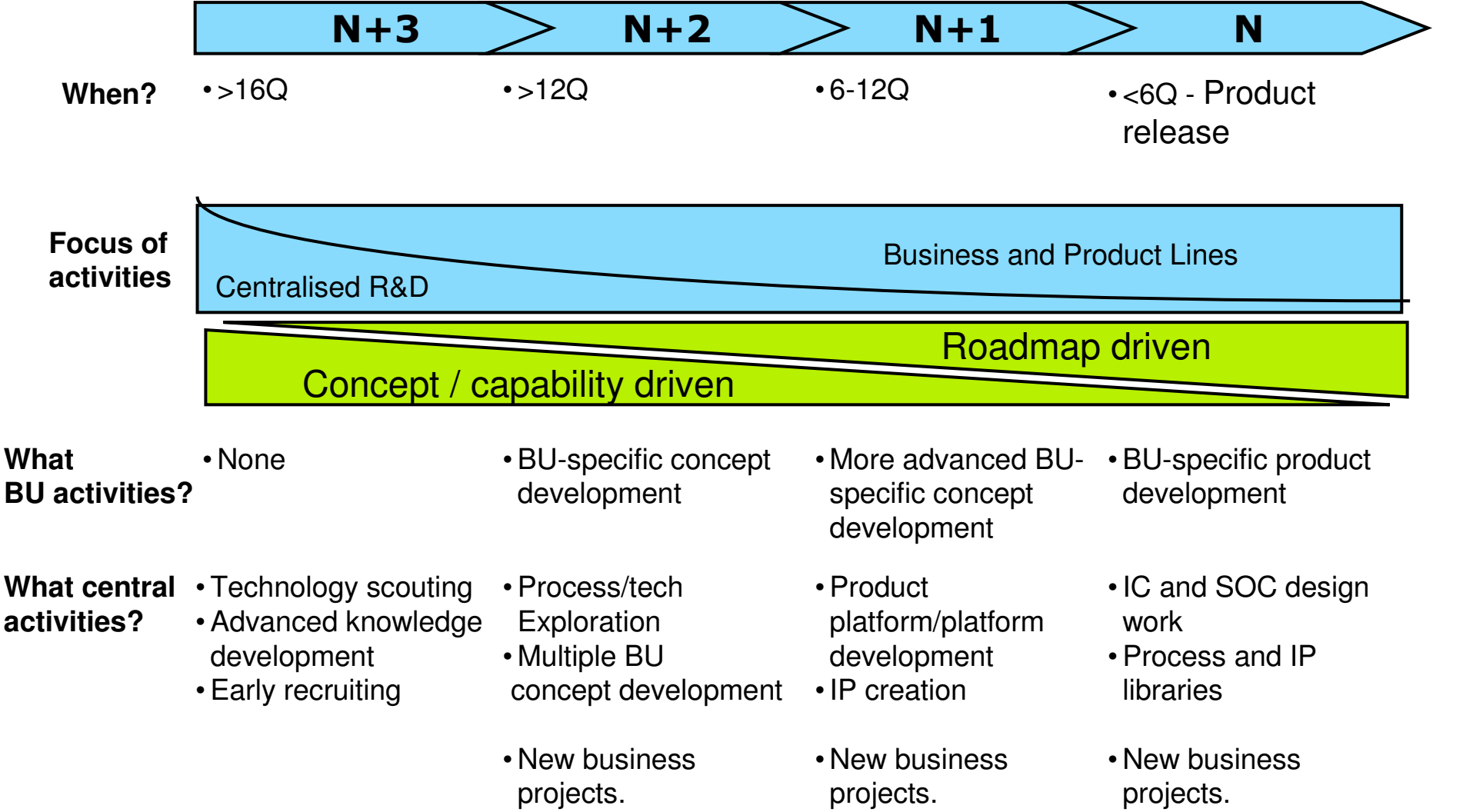


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# New Business creation exists at all levels



# NXP Innovation & Technology “Pipeline”



# Overall NBI process

