

JOIN RENESAS AT CES 2021

SAVE THE DATE | JAN 11 – 14, 2021



CES 2021 Is All-Digital

While the all-digital CES 2021 will be a unique experience for everyone, Renesas enjoys the opportunity to present to you the latest news, trends, and insights in a brand new format. Even though we cannot meet you personally in Las Vegas, we look forward to speaking with you. We welcome you to ...

- Watch our Keynote Video - Renesas leaders share how COVID-19 impacts automotive technology trends, i.e. how "CASE" is evolving to "PACE" (Personal Autonomous Connected Electrified)
- Learn about Renesas' view on E/E Architecture changes
- Discover our latest demonstrations showcasing our automotive technology
- Networking – meet our experts at our virtual booth. Stay connected!



RENESAS KEYNOTE VIDEO

Tomomitsu Maoka

(Senior Vice President & Deputy General Manager Automotive Business Unit)

- How Renesas analog product components support evolving market requirements

Takeshi Kataoka

(Deputy General Manager Automotive Business Unit)

- How Renesas broad digital product lineup supports evolution of CASE

MEETINGS & NETWORKING

We care about interaction.

To stay connected, our technical experts and sales contacts are on stand-by for meetings or chats.

We are looking forward to seeing you at CES 2021.

[Register now!](#)

RENESAS SHOWCASE

- **ADAS:** R-Car V3U – A brand new processor for Autonomous Driving: Deep Learning demonstration & new software development kit (Video)
- **A&P** solutions for Battery Management & Intelligent Position Sensor Applications (Video)
- Cloud Connectivity & Secure Gateway Architectures
- Integrated Cockpit solution with ARM CR7 safety architecture
- BOM cost reduction with optimized “WINNING COMBOS”
- Analog & Power solutions for xEV
- Analog & Power solutions for ADAS: R-Car PMIC, Timing ICs, RADAR, LIDAR