

#### For media information contact:

BLCCJ – Bert Winderickx +81-3-57-61-8071 bert@blccj.or.jp

Sarnoff Europe – Henk De Blaere +32-477-35-65-29 press@sarnoffeurope.com

### Sarnoff Europe Receives 2007 Nippon Export Award

TOKYO, JAPAN and GISTEL, BELGIUM – December 19, 2007 – Sarnoff Europe today announced that it has been awarded the 2007 Nippon Export Award by the Belgian-Luxembourg Chamber of Commerce Japan (BLCCJ). The Nippon Export Award is given annually to the company demonstrating the greatest success in importing, exporting, or distributing products or services with Japan from Belgium-Luxembourg.

"We are proud to be the recipient of the Nippon Export Award," said Koen Verhaege, Executive Director of Sarnoff Europe. "At Sarnoff Europe, we strive to foster positive relationships with clients and partners. Our work in Japan is no exception – the unique culture promotes strong collaboration and a focus on mutual success in every pursuit. This approach has helped us effectively capture the Japanese market while setting a standard for our high-quality products worldwide."

Sarnoff Europe develops and licenses semiconductor integrated circuits for on-chip protection against Electrostatic Discharge (ESD), a common reliability hazard for ICs. This proprietary ESD technology improves time to market, reduces costs and enables direct implementation into the integrated circuit and ESD designs. Sarnoff Europe has a well-established client base around the world, including 8 of the top 10 IC companies in Japan.

"The vision ahead of time that this technology would be required, and the perseverance in the conquest of the Japanese market, allowed Sarnoff Europe to build an impressive customer network including most of the leading technology companies in Japan," said Jacques Bertrand, President of The Belgian-Luxembourg Chamber of Commerce in Japan. "The Japanese members of the jury where impressed by the fact that an individual foreign entrepreneur became a supplier of crucial technology to high tech Japan."

The 2007 Nippon Export Award ceremony will be held on December 20, 2007 at the Embassy of Luxembourg in Tokyo, Japan.

# **About Belgium-Luxembourg Chamber of Commerce Japan**

Since 1978, the Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ) has developed a more organized presence and visibility for Belgian and Luxembourg business in Japan. The BLCCJ assists both the Belgium/Luxembourg entities interested in doing business with Japan and the Japanese entities interested in doing business with Belgium/Luxembourg. The BLCCJ represents currently the interest of 140 members and is a founding and active member of the European Business Council in Japan (EBC). The BLCCJ is also the co-founder of the YES (Young Executive Stay) program, a biannual 2-week program which is aimed to support young Belgium/Luxembourg exporters.

### **About Sarnoff Corporation**

Sarnoff Corporation (www.sarnoff.com) produces innovations in electronic, video and vision technologies that generate successful new products and services for our government and commercial clients worldwide. Founded in 1942 as RCA Laboratories, Sarnoff makes continuous breakthroughs in ICs, lasers, imaging and sensing devices; biomedical diagnostics; digital TV and video for security, surveillance and entertainment; high-performance networking; and wireless communications. Sarnoff is a subsidiary of SRI International.

## **About Sarnoff Europe**

Sarnoff Europe (www.sarnoffeurope.com) headquartered in Gistel, Belgium, is a subsidiary company of Sarnoff Corporation, formerly known as RCA Laboratories. Sarnoff Europe assumes worldwide responsibility for the development and commercialization of Sarnoff's TakeCharge on-chip ESD protection IP.