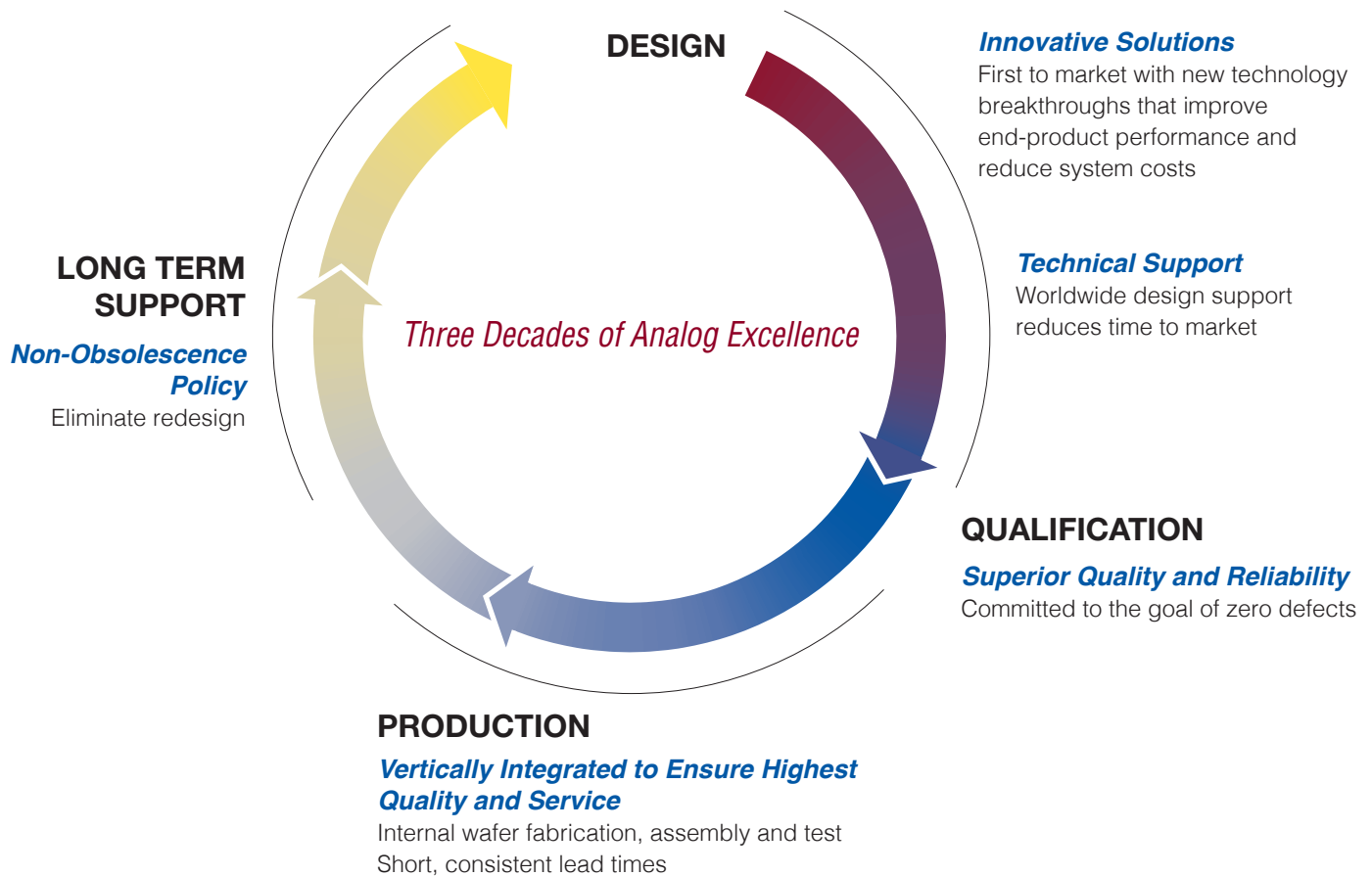


Analog Solutions for Automotive and Transportation Systems



Focused on Automotive and Transportation

- 19% of Total Sales
- 32% Growth Rate in the Past 3 Years
- Established Relationships with Most Tier 1 Companies Throughout Europe, Japan, Asia and North America



Superior Quality and Reliability – Committed to the Goal of Zero Defects

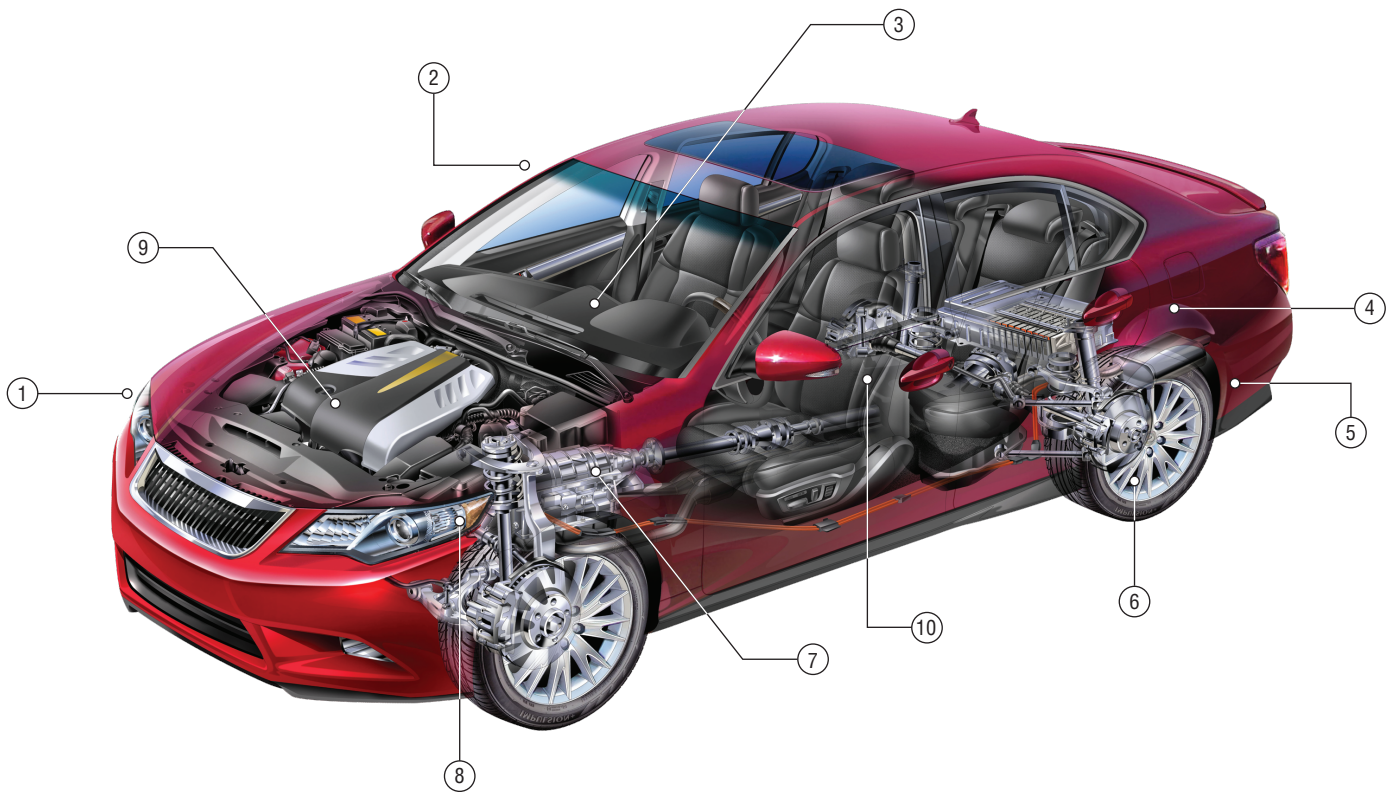
- TS16949 Automotive Quality Standard Certification Since 2003
- AEC-Q100 Compliant Products
- ISO 26262 International Safety Standard Implementation
- Special Flows for Critical Applications
 - Including 100% Electrical Temperature Testing
- Industry-Leading Quality Indices
 - Infant Mortality Field Failure Rate < 0.1ppm
 - Long Term Field Failure Rate 0.01ppm
- Quick Turnaround of Failure Analysis 8D Correction Reports

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Solutions for Tough Design Challenges

Improve Performance, and Reduce System Costs and Design Time

- Cold Crank and Load Dump
- Low Standby Current (I_Q) for Always-On Systems
- Precision Battery Stack Monitoring and Active Cell Balancing
 - More Miles per Charge, Less Weight and Lower Cost Battery Packs
- Operation in Harsh Environments -40°C to 125°C
- High Resolution and Low Power Data Acquisition for Monitoring and Safety Systems
- Power and Thermal Management
 - High Efficiency and High Voltage Power Conversion
 - Surge Suppression
 - Low EMI Switching Regulators Eliminate Passives and Shielding
 - Compact, High Switching Frequency Monolithic and Multioutput Regulators Save Board Space and Reduce System Costs



1 LED POWER

- Instrument Panel
- Taillights and Headlights
- Accent Lighting
- Daytime Running/Fog Lights
- Interior LCD Backlight

2 BODY ELECTRONICS

- HVAC Control
- Door, Window and Seat Power
- Security System
- Tire Pressure Monitor

3 NAVIGATION & ENTERTAINMENT

- Telematics
- Audio and Video Systems
- Communications

4 BATTERY MANAGEMENT SYSTEM

- Battery Stack Monitor
- Active Battery Balancing

5 EXHAUST SYSTEM

- Active Exhaust Resonance Tuning
- Active Noise Cancellation

6 ELECTRONIC BRAKING

- ABS Processor Power
- Brake Caliper Power

7 12V to 48V POWER

- Power Conversion
- Fault Protection

8 ELECTRONIC STEERING

- Stability Control System Power
- Steering Motor Power

9 ENGINE MANAGEMENT

- Engine Control Processor Power
- Electronic Valves
- Fuel Injection
- Idle Stop and Go Systems

10 SAFETY SYSTEMS

- Collision Avoidance
- Lane Departure Warning
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- Radar, Adaptive Cruise Control



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