

NEWS RELEASE

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Summit Programmable Power Management IC Is *EE Times* Finalist for “Ultimate Products” Award

San Jose, Calif. -- February 17, 2005 -- Summit Microelectronics has announced that its SMB120 nine-channel “Programmable Power Manager” (PPM) IC has been named as a finalist in the *EE Times* “Ultimate Products” Award competition. *EE Times* will announce the winners in its February 28 issue.

The “Ultimate Products” are selected by *EE Times* journalists and then subjected to a large-scale peer review of more than 1,000 engineers who participate by evaluating the merits of the most significant products introduced each quarter.

According to David Blaza, associate publisher of *EE Times*, “We look at this award as kind of a Zagat survey of new electronic components and test equipment. Our readers review each product and determine which ones deliver the best new technology and potential usability in each category.”

“The SMB120 brings a new level of flexibility to analog power system design that was previously only available with configurable digital logic devices,” stated Bill Thomas, acting CEO of Summit Microelectronics. “System designers now have an easy-to-use solution that

addresses the rapidly changing and increasingly complex power supply requirements of modern consumer electronics.”

The SMB120 is the initial offering in the industry’s first family of “Programmable Power Managers” (PPM’s) that uniquely integrates *power delivery* with *power control* in a single IC. Optimized for battery powered consumer electronics, the device forms the core of a nine-channel power supply integrating highly accurate voltage regulation (+/-0.5%) with advanced functions such as input/output monitoring, output sequencing/margining, channel phase control, and system fault reporting. Programming is achieved via the convenient I²C bus and configuration data is safely stored in non-volatile memory. The PC-based graphical user interface (GUI) development environment allows system designers to digitally program an entire power supply and the associated power management functions with a few clicks of a mouse. This simple process replaces the time-consuming, tedious, iterative hardware design of conventional analog power solutions.

In addition to simplifying the power supply design, Summit’s configurable technology creates allowing a significant degree of hardware re-use. Using Summit’s PPM IC’s, original equipment and original design manufacturers (OEMs and ODMs) now can reduce their development time and engineering investment and bring consumer products to market faster and more reliably. Finally, the flexible control capability also enables more sophisticated power management algorithms to boost power efficiency and battery lifetime in an increasingly mobile product mix.

Summit’s SMB120 is ideal for a vast array of consumer products, including digital cameras/camcorders (DSC/DCC), 3G smart phones, portable video and MP3 players (PMP), portable and automotive DVD players, global positioning systems (GPS), and LCD monitors and TVs.

Introduced in November 2004, the SMB120 is being shipped now in production quantities.

About *EE Times*

EE Times reaches a targeted audience of 150,000 readers every week. Including pass-along exposure, this number swells to more than 500,000 people on a weekly basis. In November 2004 alone, there were more than 4.9 million BPA-audited page views across the *EE Times* network.

About Summit Microelectronics -- “*Programmable analog for a digital world*”

Summit Microelectronics supplies semiconductors that manage and provide power functions in networking/communications, storage/computing, industrial, military, and consumer products. Customers can very rapidly tailor Summit’s programmable analog technology to multiple applications by programming the same part.

Founded in 1997, Summit is headquartered in San Jose, California. The Company is ISO 9001 certified. More information is available at the company website

www.summitmicro.com.

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