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EDN ANNOUNCES 15th ANNUAL INNOVATION AWARDS WINNERS

SAN FRANCISCO, CA, March 8, 2005 – *EDN* Magazine announced the winners of its 15th Annual *EDN* Innovation Awards at a gala celebration here last evening. The *EDN* Innovation Awards recognize both the global semiconductor industry's most significant advances in 13 major product categories and the innovative engineers who led the development of new technologies. *EDN* also presented awards for the most outstanding contributed articles of the year and added a category to celebrate the "best-of-the-best" winners over the contest's 15-year history. The award for the "best-of" category spotlights the technological gems that won an Innovation Award in previous years and have withstood the tests of time, market dynamics, and capricious consumers.

Winners of this year's contest are: Susanne Paul, Silicon Laboratories; Atheros Communications; AMCC; Matrix Semiconductor; National Semiconductor; National Instruments; Virtual Silicon Technology; Knowles Acoustics; Enpirion; Power-One; Intel; Texas Instruments; Tektronix; Eric Bogatin, PhD, Synergetix; and Gene Garat, Mentor Graphics.

"Innovation is the heart and soul of engineering, and these awards demonstrate that the search for new technologies to improve quality of life is alive and well in the global semiconductor industry," said John Dodge, *EDN* editor in chief. "We applaud all the engineers who are dedicated to nurturing the spirit of discovery and invention."

"*EDN* sincerely thanks all of the companies that made the 2004 Innovation Awards program our best ever. This awards event is the most prestigious in our industry and an honor for our winners. We also want to recognize our continuing and new sponsors Avnet Electronics Marketing, Analog Devices, Cadence Design Systems, Freescale Semiconductor, Maestro Marketing & Public Relations, National Instruments, and Altera," said Stephen Moylan, president, Reed Business Information Boston Division

and Publisher of *EDN* Worldwide. “Although the Innovation Awards spotlight achievements in engineering, the real success of our program has been in the dedication, support, and ongoing contributions of individuals, companies, universities, and others who nurture the spirit of innovation around the world.”

How We Chose Innovators

Electronics-industry professionals make the initial nominations, and *EDN*'s editors choose the finalists. The manufacturers of this year's nominated products must have introduced and commercially marketed those products in the 2004 calendar year. *EDN* announced the finalists in the Jan 20, 2005, and complete information appears on the finalist products at the *EDN* Web site, www.edn.com. A combination of voting by readers, the *EDN* Editorial Advisory Board, and the *EDN* editors chose the winners, whose names follow:

List of Winners

INNOVATOR OF THE YEAR

Susanne Paul
Silicon Laboratories

ANALOG ICs

Si4300 CMOS power amplifier for GSM/GPRS
Silicon Laboratories

ASSPs/SOCs

AR5006X WLAN mixed-signal SOC
Atheros Communications

COMMUNICATIONS/NETWORKING ICs

PRS 5G/20G switch fabric
AMCC

DIGITAL ICs

3DM (3-D Memory)
Matrix Semiconductor

EDA

Webench active-filter design system
National Semiconductor

EMBEDDED SYSTEMS

CompactRIO embedded system
National Instruments

INTELLECTUAL PROPERTY

Mobilize power-management IP core
Virtual Silicon Technology

PASSIVE COMPONENTS/SENSORS
SiSonic MEMS-based SMT microphone
Knowles Acoustics

POWER ICs
EN5330 switch-mode synchronous dc/dc-converter IC
Enpirion

POWER SUPPLIES
Z-One Digital Intermediate Bus Architecture
Power-One

PROCESSORS
Pentium M processors
Intel

SOFTWARE
Low-Power Design tool suite
Texas Instruments

TEST AND MEASUREMENT
TDS5000B series DPO oscilloscopes with MyScope
Tektronix

BEST CONTRIBUTED ARTICLE
“Analysis of board layout helps cure jitter problems”
by Eric Bogatin, PhD, Synergetix, and Gene Garat, Mentor Graphics, Aug 5, 2004.

THE BEST OF 15 YEARS
C55x fixed-point DSP
Texas Instruments, 2000

About *EDN*

EDN, the premier design magazine of the electronics industry, is published by Reed Business Information. *EDN*, with headquarters in Waltham, MA, serves the vital information needs of design engineers and engineering managers worldwide. The *EDN* franchise includes *EDN*, *EDN Europe*, *EDN Asia*, *EDN Australia*, *EDN China*, *EDN Japan*, and edn.com.

EDN is a publication within Reed Electronics Group, part of Reed Elsevier plc group (NYSE: RUK and ENL)—a world-leading publisher, trade-show producer, and information provider operating in the science and medical, legal, educational, and business-to-business industry sectors.

About the *EDN* Innovation Awards

Now in their 15th year, the *EDN* Innovation Awards honor the people, products, and technologies that have shaped the electronics industry over the past year. In addition to recognizing the innovators of today, the program also nurtures the award-winning designers of tomorrow through an annual contribution to engineering education. *EDN* donates a portion of the proceeds from the Innovation Awards ceremony to the engineering university of the Innovator of the Year's choice.

You can find complete information on the *EDN* Innovation Awards at www.edn.com/innovation.