

FOR RELEASE:
April 9, 2003

INFORMATION CONTACT:
Wendy Lizotte
1-617-558-4617
wlizotte@reedbusiness.com

***EDN* ANNOUNCES ELECTRONICS INDUSTRY
INNOVATION/INNOVATOR OF THE YEAR AWARD WINNERS**

SAN FRANCISCO, CA, April 9, 2004 – *EDN* Magazine announced the winners of the 2003 *EDN* Innovation Awards at its 14th annual Innovation banquet at the W Hotel in San Francisco. The *EDN* Innovation of the Year Awards recognize unique, state-of-the art electronics products in 13 major product categories. *EDN*'s Innovator of the Year Award honor selectronics engineers or engineering teams for product design or technical leadership. *EDN* also presented awards to the Startup company of the year and for the best contributing article of the year.

Electronics industry professionals make the initial nominations, then *EDN*'s editors choose the finalists. This year's nominated products must have been introduced and commercially marketed in the 2003 calendar year. Finalists were announced in the February 5, 2004 issue of *EDN*, with complete information on the finalist products on the *EDN* web site (www.edn.com). The winners, listed below, were chosen by a combination of voting by readers, the *EDN* Editorial Advisory Board, and the *EDN* Editorial Staff.

"Despite a tough economy in 2003, it's clear that the innovative spirit is still flourishing in the electronics industry," said Maury Wright, editor-in-chief of *EDN* Worldwide. "The recipients of the *EDN* Innovation Award represent the best of the best in developing the products and technologies that handle the interface to the analog world; that carry the computational burden for multimedia and communications; and that implement test, development, and design for semiconductors and systems via software.

"The 14th Annual *EDN* Innovation Awards is proud to recognize innovations across the entire gamut of technologies that are key to creating products that everyone can enjoy and use. We applaud the engineering profession for creating advancements that put technology to work for people in their everyday lives."

"*EDN* sincerely thanks all of the companies that participated in our 2003 Innovation Awards program and our sponsors Altera, Analog Devices Avnet Electronics Marketing, Maestro Marketing and Public Relations, National Instruments, and Samsung," said Stephen Moylan, VP Publishing Director of *EDN* Worldwide. "We believe that the 2003 program was our strongest ever and the technologies recognized as finalists and winners make it clear that the tech industry is on the road to recovery with innovation as the basis."

INNOVATOR OF THE YEAR

AMD64 design team led by Fred Weber
AMD

ANALOG FUNCTIONS

Analog Devices
AD8099 op amp

APPLICATION-SPECIFIC STANDARD PRODUCTS/SOCs

Texas Instruments
AR7 ADSL router on chip

COMPONENTS

STMicroelectronics
LIS3L02 three-axis low-g accelerometer

DIGITAL ICs

Altera
HardCopy Stratix

EDA: DESIGN EXPLORATION

The Mathworks and Mentor Graphics
Link for ModelSim cosimulation environment

EDA: PHYSICAL ANALYSIS

Apache Design Solutions
Redhawk-SDL power-analysis tool

EMBEDDED PRODUCTS

Cornice
Cornice SE embedded subsystem

NETWORK AND COMMUNICATION CHIPS

Broadcom
BCM4317 AirForce One chip

POWER ICs

International Rectifier
xPhase scalable power-management chip set

POWER SUPPLIES

Vicor Corporation
B048K120T20 V*I chip BCM

PROCESSORS

AMD
Athlon 64 microprocessor

SOFTWARE

Green Hills Software
TimeMachine Debugger

TEST AND MEASUREMENT

National Instruments

LabView 7 Express graphical development environment

START-UP OF THE YEAR

Motia

BEST CONTRIBUTED ARTICLE

Jim Williams, Linear Technology

"The taming of the slew"

About *EDN*

EDN, the premier design magazine of the electronics industry, is published by Reed Business Information. Headquartered in Newton, Massachusetts, *EDN* 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, the only full-content, OEM publication and Web site.

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, education and business-to-business industry sectors.

About the *EDN* Innovation Awards

The *EDN* Innovation Awards, now in their 14th year, honor innovative engineering professionals and products. Complete information on the *EDN* Innovation Awards can be found at www.edn.com/innovation.

-----end-----