

# *Press Information*

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## **Maxim Video Filters and Signal Conditioner Named “Product of the Year” by analogZONE**

SUNNYVALE, CA—February 22, 2007—Maxim Integrated Products Inc. (NASDAQ:MXIM) announced that its MAX9508/MAX9512 low-standby-power video filter amplifiers and the MAX6603 dual-channel platinum RTD signal conditioner have been selected as “Product of the Year” award winners by the editors at analogZONE. Many consider analogZONE to be the industry’s premier online source for electronic design engineers working in power management, audio/video, acquisition, connectivity, and other industry segments. Paul McGoldrick, the editor-in-chief, and Lee Goldberg, his editorial colleague at analogZONE, believe that the products selected “will make significant bottom-line numbers for the companies involved” because of their strong technical merit, design innovation, and marketability. The products were highlighted in a special “Product of the Year” section on the analogZONE website, and can be viewed by going to [www.analogzone.com](http://www.analogzone.com)

Maxim’s MAX9508/MAX9512 video filter amplifiers, introduced in June of 2006, incorporate the Company’s “SmartSleep” technology that intelligently controls power consumption by turning the chip on only when the video input signal and video load are detected. In contrast, traditional devices cannot selectively turn on or off based on the status of the input or output loads. The MAX9508/MAX9512 can thus extend the

battery life of portable video systems by allowing those systems to offer “on-demand” operation. When in standby mode, these devices draw as little as just 7 $\mu$ A from the 2.7V to 3.6V power supply. The amplifiers deliver an ideal mix of features and benefits for video applications such as set-top boxes, portable DVD players, and portable media players.

The MAX6603 signal conditioner, released in May of 2006, plays an important environmental role by helping vehicle systems monitor high-temperature exhaust emissions. The chip replaces expensive, discrete solutions and reduces board space. It provides complete automotive fault protection against electrostatic discharge (ESD,  $\pm$ 8kV rated), short-to-battery faults, and protection of sensitive microcontroller inputs. The MAX6603 is targeted for next-generation automotive engine-control systems that use exhaust temperature monitoring for EURO-IV emissions compliance.

For more about the MAX9508/MAX9512, go to [www.maxim-ic.com/MAX9508/12-POY](http://www.maxim-ic.com/MAX9508/12-POY)

For more about the MAX6603, go to [www.maxim-ic.com/MAX6603-POY](http://www.maxim-ic.com/MAX6603-POY)

Maxim Integrated Products is a leading international supplier of quality analog and mixed-signal products for applications that require real-world signal processing. Maxim leverages its proprietary wafer fab technologies and world-class engineering teams to develop innovative solutions for rapidly growing markets. This business model has consistently resulted in double-digit sales growth. Net revenues were \$1.859B for the fiscal year that ended on June 24, 2006.

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