



Press Release

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Maxim to Demo Real-Time Power Efficiency Inside LED Ballast at Lightfair with Teridian Energy-Measurement SoC

Demo will validate interoperability of components to create LED ballast that measures its own power efficiency

SUNNYVALE, CA – May 11, 2011 – Next week at LIGHTFAIR® International in Philadelphia, Teridian Semiconductor, a subsidiary of Maxim Integrated Products (NASDAQ: MXIM), will demonstrate both AC- and DC-power measurement suitable for high-power LED-lighting ballasts. Using the Teridian/Maxim 78M6613 energy-measurement system-on-chip (SoC), the demo, located at Maxim’s booth #3351, will validate the interoperability of various components to create a ballast capable of measuring its own power efficiency.

Targeted for applications such as warehouse, architectural, garage, parking lot, street, and highway lighting, the demo will feature a lighting ballast that has both Digital Addressable Lighting Interface (DALI) and Zigbee® controls. Using the 78M6613 enables high-measurement accuracy (± 3 percent) without needing to calibrate the ballast. It also provides a simple, configurable interface that remains independent of regression testing done on the communications firmware to resolve network interoperability and user application issues.

“Monitoring and verification is essential feedback for any energy-management system, but energy measurement is not a core competency for most lighting manufacturers,” said Jay Cormier, Maxim Integrated Products Director, Teridian/Maxim Business Management, Energy Measurement & Communications. “As our demonstration will show, a remotely controlled LED-lighting ballast can be easily upgraded to include real-time energy-efficiency measurement

without increasing the number of electronic components or incurring the manufacturing costs of calibration.”

Inside the lighting ballast of the luminaire, the 78M6613 replaces a microcontroller unit that receives DALI commands and controls dimming, and adds functionality for accurate power-consumption management. The device also provides digital information to assist with diagnostics.

The 78M6613 is the industry’s first SoC energy-measurement solution for AC and DC power that enables the capture and reporting of real-time energy data. This provides the ability to quantify where energy is needed, used and stranded. With an embedded analog front-end and compute engine, small footprint and embedded firmware, the 78M6613 features best-in-class accuracy of ± 0.5 percent over a 2000:1 dynamic range. The SoC also provides powerful tools for self-calibration to help facilitate rapid design time and optimal manufacturing costs. It includes the full range of AC-power diagnostics – including power, power factor, voltage current, voltage sag and dip – and eliminates the need for external components.

For more information on the 78M6613 product line and other products from Teridian/Maxim, please visit <http://www.maxim-ic.com/Teridian>.

About Maxim Integrated Products

Maxim Integrated Products is a publicly traded company that designs, manufactures, and sells high-performance semiconductor products. The Company was founded over 25 years ago with the mission to deliver innovative analog and mixed-signal engineering solutions that add value to its customers' products. To date, it has developed over 6500 products serving the industrial, communications, consumer, and computing markets.

Maxim reported revenue of approximately \$2.0 billion for fiscal 2010. A Fortune 1000 company, Maxim is included in the Nasdaq 100, the Russell 1000, and the MSCI USA indices. For more information, go to www.maxim-ic.com.

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