

Press Information

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Maxim Introduces the Industry's Most Efficient Parametric Search

SUNNYVALE, CA—May 1, 2008—Maxim Integrated Products (Pink OTC Markets: MXIM) introduces a new web-based parametric search tool. Now design engineers will quickly find the right IC for an application. A single page shows all available filtering criteria and matching parts. Changing a selection updates the parts list immediately. Innovative features include single-click filtering, sliding filter controls, multilevel sorting, and abundant “tool tips.” There is no easier way to find exactly the right part for an application.

Maxim's new web tool is the only parametric search in the industry that reveals the number of products that will match filter settings—before a user clicks! The "smart" search algorithm only shows valid criteria—the user can not make selections that eliminate all parts. Built using the latest Web 2.0 technologies, no plug-ins are required on a user's system. Maxim customer, Perry Burdick, owner of RobotSmarts in North Adams, Massachusetts, used the new parametric search and comments, “I liked the compact design, the immediate response to changing a parameter, and the really cool interface!”

The new parametric search application is available for use now at:

para.maxim-ic.com/

Maxim Integrated Products, a two billion dollar company, designs and manufactures ICs for analog and mixed-signal applications. The company has designed over 5400 products, more than any other analog semiconductor company, in the 25 years since its founding.

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A screen shot of this parametric search tool is available on the web:
http://www.maxim-ic.com/PRGraphics/images/PR_parametric.jpg