



## **Company news**

Reference: **AT0109(A)**

Date: **February 2009**

### **AnalogicTech's 2A Flash LED driver IC named to EDN's 2008 Hot 100 products list**

Advanced Analogic Technologies Inc. (AnalogicTech™), a developer of power management integrated circuits, has announced that the AAT1282 2A flash LED driver IC has been selected for EDN Magazine's List of Hot 100 Products for 2008. A winner in the highly competitive power IC category, the AAT1282 is the industry's first device of its kind to use a super capacitor to supply the light intensity for mobile phones featuring cameras with resolutions as high as eight megapixels while limiting the peak current consumed by the battery.

Each year, manufacturers announce thousands of new products and technologies. According to EDN, the magazine's editors have spent countless hours narrowing their list of new products in 2008 to a few hundred items they considered innovative and newsworthy enough to report on both in print and on the web. The annual List of 100 Hot Products represents the best of the best, the crucial

products and technologies that in 2008 really grabbed the attention of EDN's readers and editors.

Several lighting component vendors have recently announced white LEDs (WLEDs) which can approach the light intensity of a conventional xenon flash, the de-facto yet bulky standard typically used in today's high-resolution digital still cameras and smart phones to deliver high-quality photography and video. But the adoption of the highly compact LED flash in portable applications has been limited by the requirements for unusually high levels of battery current, LED forward voltage, and peak pulse current to deliver such a high intensity of light. By storing the output of a boost convertor in a high-capacity super capacitor, the AAT1282 allows portable system designers to use WLEDs to deliver the high-intensity light needed for professional-quality flash and video applications in high megapixel cameras without draining or damaging the Lithium-ion battery.

"We are pleased that EDN has recognized and named the AAT1282 white LED driver one of the top power products introduced in 2008 since there are so many innovative power management products announced each year," said Ed Lam, vice president of marketing and engineering at AnalogicTech. "EDN recognizes our continuing contribution to increasing camera phone picture quality without sacrificing battery life. The AAT1282 is just the first in a growing family of products for flash applications."

## **About EDN**

Published 26 times a year, EDN provides engineers and engineering managers with in-depth design features and deep technical information on microprocessors and other digital ICs, analog ICs, ASICs, computers and software, computer peripherals, test and measurement, components, power sources, interconnections and packaging, and much more. EDN also explores important application areas such as computers, communications, embedded, industrial, and consumer electronics.

**For further information and reader enquiries:**

Bijan Mohandes, Advanced Analogic Technologies, Inc., Europe, Liberty House, The Enterprise Centre, New Greenham Park, Newbury, RG19 6HW

Tel: +44 1635 817 260  
Fax: +44 (0) 1635 817261

E-mail: [bmohandes@analogictech.com](mailto:bmohandes@analogictech.com)  
Web: <http://www.analogictech.com/>

**For further editorial information, text and graphics by email or to discuss feature article opportunities:**

Steve Rowley, Publitek Limited, 18 Brock Street, Bath, BA1 2LW, United Kingdom

Tel: +44 (0) 1889 579493  
Fax: +44 (0) 1889 586987

E-mail: [steve.rowley@publitek.com](mailto:steve.rowley@publitek.com)  
Web: [www.publitek.com](http://www.publitek.com)

**Note to editors:**

Advanced Analogic Technologies, Inc. (AnalogicTech) is a supplier of Total Power Management™ semiconductor solutions for mobile consumer electronic devices, such as wireless handsets, notebook and tablet computers, smartphones, digital cameras, wireless LAN, and personal media players. The company focuses its design and marketing efforts on the application-specific power management needs of consumer, communications, and computing applications in these rapidly evolving devices. AnalogicTech also develops and licenses device, process, package, and application-related technology. AnalogicTech is headquartered in Santa Clara, California and Macau, S.A.R., with offices in China (Beijing, Shanghai and Shenzhen), Hong Kong, Taiwan, Japan, South Korea and United Kingdom, as well as a worldwide network of sales representatives and distributors. The company is listed on the NASDAQ exchange under the ticker symbol AATI. For more information, please visit the AnalogicTech website: [www.analogictech.com](http://www.analogictech.com). (AnalogicTech - G)

AnalogicTech and the AnalogicTech logo are trademarks of Advanced Analogic Technologies Incorporated. All other brand and product names appearing in this document are registered trademarks or trademarks of their respective holders.