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At Semico Summit, National Semiconductor CEO Brian Halla Highlights Key Trends That Will Fuel Chip Demand

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SCOTTSDALE, Ariz., March 12 /PRNewswire-FirstCall/ -- Brian Halla, chairman and chief executive officer of National Semiconductor Corporation, today spotlighted a host of new trends that will drive semiconductor demand. He made his remarks during an opening keynote for the Semico Summit, a two-day conference hosted by Semico Research in Scottsdale, Ariz.

In his speech, Halla addressed several megatrends that will drive chip demand including security and surveillance (including ultra-accurate equipment using chip-powered imaging), analog-enabled medical applications such as modern ultrasound devices that project three-dimensional images as well as the potential for a room full of cellphones to become a high-performance network. Underscoring it all will be a need for optimized power management to control appropriate voltages and conserve battery life.

Recognizing the semiconductor industry's vital role to U.S. innovation and productivity, Halla also reviewed the history of U.S. technology leadership and underscored the importance of maintaining it. He encouraged the government to make American innovation leadership a key policy priority and suggested elected officials enact legislation and policies that encourage funding for basic research; ensure industry has access to a world-class workforce (including immigration and visa reform); and provide a competitive investment climate and infrastructure, so U.S. companies can continue to compete.

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National Semiconductor, the industry's premier analog company, creates high performance analog devices and subsystems. National's leading-edge products include power management circuits, display drivers, audio and operational amplifiers, communication interface products and data conversion solutions. National's key analog markets include wireless handsets, displays and a variety of broad electronics markets, including medical, automotive, industrial, and test and measurement applications. Headquartered in Santa Clara, California, National reported sales of \$2.16 billion for fiscal 2006, which ended May 28, 2006. Additional company and product information is available at <http://www.national.com/>.

Media Contact: LuAnn Jenkins National Semiconductor (408) 721-2440
luann.jenkins@nsc.com

Source: National Semiconductor Corporation

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