



Semiconductor Insights Announces 2006 INSIGHT Awards

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SAN FRANCISCO, CALIFORNIA--(CCNMatthews - Feb. 7, 2006) - Semiconductor Insights (SI), the leader in technical and patent analyses of integrated circuits and electronic systems, today announced the launch of the 2006 INSIGHT Awards program from the International Solid States Circuit Conference (ISSCC). "The best and brightest from around the world come together annually at ISSCC to share their latest innovations with their peer group. At such a venue, I am pleased and excited to announce our 2006 INSIGHT Awards program which recognizes such innovations when they appear in a commercial product," said Jenn Markey, SI's VP of Marketing. "This year marks the return of several categories including Non-Volatile Memory and Process Technology. As well, recognizing the ever increasing importance of wireless to the semiconductor industry and consumers alike, we have added RF and baseband / applications processor categories to this year's program and merged two separate categories into Best Mobile Technology, reflecting mobile device convergence."

SI sponsors the INSIGHT Awards, now in its sixth year, in conjunction with Semico Research. As well, Patrick Mannion, senior editor with EETimes, is part of the INSIGHT Awards judging panel and SI showcases select winning devices in EETimes. Previous winners from the 2005 INSIGHT Awards included Toshiba, Texas Instruments, Samsung, and Motorola. The 2006 INSIGHT Award categories are:

- Most Innovative RF Architecture- Most Innovative Non-Volatile Memory- Most Innovative Volatile Memory- Most Innovative Image Sensor- Best Mobile Technology- Most Innovative Baseband and/or Applications Processor- Most Innovative Process Technology

"SI has analyzed tens of thousands of devices since our inception in 1989 and we continue to be in awe of the innovation leaders in our industry," stated Markey. "Having already analyzed sub 65nm processes, 5.2-megapixel CMOS image sensors, and four gigabit monolithic flash at this point in the year, our 2006 Awards promises steep competition indeed."

For more information on categories, criteria, and nominees for the 2006 INSIGHT Awards:
<http://www.semiconductor.com/InsightAwards2006>

To nominate your device for the 2006 program, please contact Greg Quirk at gregoryq@semiconductor.com

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