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News: Semiconductor Insights Announces 2005 Insight Awards Categories and Nominees

OTTAWA, March 17 /PRNewswire/ -- Semiconductor Insights (SI), the leader in technical and patent analyses of integrated circuits and structures, today unveiled its 2005 Insight Awards program. SI analyzes a thousand different devices each year, and the 2005 program features nine categories with sixty nominated devices from forty different vendors. "We are pleased to augment this year's Insight Awards with two system level categories - handsets and MP3 players - recognizing the growing importance of consumer electronics to the chip industry", stated Jenn Markey, SI's VP of Marketing. "As well, we have dedicated two categories to RF reflecting our focus in this area in 2005."

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SI has sponsored the Insight Awards for five years, the past two of which with Semico Research, and previous winners have included Samsung, Texas Instruments, and Foveon. The 2005 Insight Awards categories are:

- Most Innovative Non-Volatile Memory - Most Innovative DRAM - Best MP3 Player - Best Handset - Most Innovative Image Sensor - Most Advanced Process Technology - Best Logic - Mixed Signal Integration (SoC) - Best RF IC - Most Innovative RF Architecture

"The breadth and depth of our technical analyses means we are uniquely positioned to recognize key design and process innovations that change the performance-cost equation of a particular segment. We are able to put these innovations into a market context through our affiliation with Semico Research", said Markey. "This year we are pleased to extend our external review panel to include EE Times' Patrick Mannion, in addition to Semico's Jim Feldhan."

For more information on categories, criteria, and nominees for the 2005 Insight Awards:

<http://www.semiconductor.com/InsightAwards>

To nominate your device for the 2005 program, please contact Jill Perry at [jillp@semiconductor.com](mailto:jillp@semiconductor.com) .

About Semiconductor Insights(R)

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