



CONTACT:

NY Kan – SmartASIC +886-2-87977889
n.y.kan@smartasic.com.tw

Paula Jones – New Ideas 650-967-3711
paula@newiic.com

SmartASIC Introduces Integrated Monitor Controller Family For Mainstream TFT LCD Monitors

SAN JOSE, Calif. – March 14, 2002 – SmartASIC Technology, Inc., the second-largest supplier of TFT LCD (thin-film-transistor liquid crystal display) monitor controllers, introduced a new family of highly integrated controllers optimized for mainstream TFT LCD monitors. With the introduction of this family product, SmartASIC expects to further boost its market share and leadership in the TFT LCD display controller market. SmartASIC's new SD2000 family provide excellent solutions to customers by integrating key functions onto a single chip, including

- High-speed ADC (analog-to-digital converter), PLL (phase lock loop),
- Advanced and production proven scaler with nonlinear scaling technology, and
- Programmable timing controller (TCON) for all major TFT LCD panels.

The SD2000 family is leading the industry by providing customers with a single and flexible controller solution for both mainstream LCD monitors, and smart panel/smart integration LCD monitors. Using this solution, customers can timely develop a wide spectrum of new models to the market with minimum engineering development cost and effort.

The SD2000 family is available now. Volume pricing for 50K units is \$6 for the SD2000A. In addition to aggressive pricing, SmartASIC also provides dedicated engineering resource to support key customers developing SD2000 based TFT LCD monitors to further reduce the time to market of their product. Several major TFT LCD monitor manufacturers in Taiwan and South Korea have adopted SD2000 solutions for their new TFT LCD monitors.

The four members of the SD2000 family include:

- SD2000A with integrated ADC, PLL and advanced scalar for low-cost, mainstream analog-interface LCD monitors.
- SD2000AT with integrated ADC, PLL, advanced scalar and TCON for analog interface smart panel and smart integration monitors.
- SD2000 with integrated ADC, PLL, advanced scalar, video processor and interface to external DVI (digital video interactive) receiver and video decoder for multi-input LCD monitors.

- SD2000T with integrated ADC, PLL, advanced scaler, TCON, video processor, and interface to external DVI receiver and video decoder.

SmartASIC Technology, Inc., a fables semiconductor company with headquarters in Taipei, Taiwan, is a major supplier of TFT LCD controller ICs as well as video processors for video display products. SmartASIC' s display processors are used in LCD monitors, LCD PCs, LCD TVs and video boxes made by Advantech, Amtran, KDS, Princeton Graphics, Sampo, Sharp, and ViewSonic. For more information, go to www.smartasic.com.

###