









### **Mission**



To provide the most cost effective power management solutions for the Computer, Consumer, Communications and Industrial Markets.











## **Company Profile**



#### **FOUNDED**

Founded in 2002 by a very experienced team of Power Management industry professionals

### **Technology**

Proprietary patented trench DMOS processes, standard and leading edge power packages

### **Products**

Optimized performance, ruggedness and cost

### Manufacturing

Multi-sourced, Power focused factories

Quality

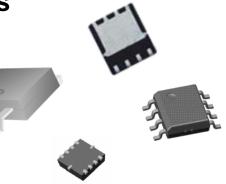
World Class Quality Control, < 1ppm



## **Strategy**

- ANALOG POWER
- Market focused product development utilizing a leading edge semiconductor process to maximize performance and control cost
- Multi-sourced manufacturing to reduce risk, meet upside demand and control cost by reducing overheads and fixed expenses
- Drive Quality through ruggedized process and manufacturing partners with power product focus and world class quality control
- Financial stability through customer linked planning, strong manufacturing partners, controlled growth and limited debt





## **Analog Power Global Network**



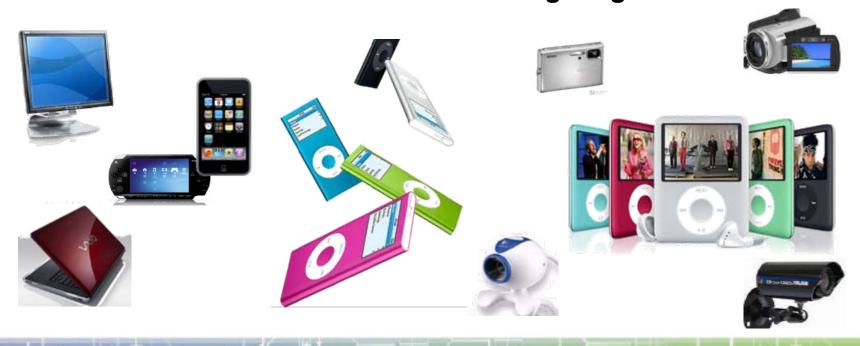


## **Markets & Applications**



- Consumer Electronics
- Notebook Computers
- > Desktop/Servers
- Battery Packs & Chargers
- Industrial & Motor Control

- > Communication, PoE
- > Mobile Phone Handset
- > HDDs, Data Storage
- LCD Monitors & TV
- > LED lighting



## Silicon Technology Roadmap

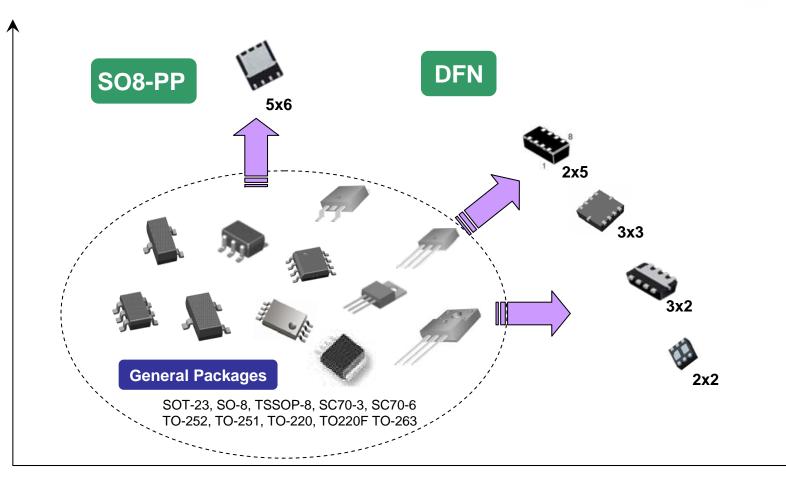


2002	2007	2012
20V. 30V. 40V.	60V, 80V, 100V P-Ch High Dens	ity DMOSFET
	, 100V, 150V, 200V, 400V N-Ch H	
201, 301, 401, 001, 001		high density DMOSFET
		20V, 30V Low Qg DMOSFET

Process development is a balance of performance, ruggedness and cost



Higher Performance



**Smaller Form Factors** 

## **Multi-sourced manufacturing**



#### **FAB** partners







### Assembly & Test







Partners selected for their power manufacturing expertise and World Class Quality Control Systems

## **Manufacturing Profile**



### **Front-End**

- Magnachip
  - Class 1, 8" Foundry FAB, ISO9001 & 9002 certified
  - Proprietary N-Ch & P-Ch Power MOSFET processes
  - Korea
- X-Fab
  - Class 1, 8" Foundry FAB, ISO9001 & 9002 certified
  - Proprietary N-Ch & P-Ch Power MOSFET processes
  - Malaysia
- Mosel
  - Class 1, 6" Foundry FAB, ISO9001 & 9002 certified
  - Proprietary N-Ch & P-Ch Power MOSFET processes
  - Taiwan



Analog Power's proprietary process implemented in multiple foundries

## **Manufacturing Profile**



### Back-End

- GEM
  - Assembly & Test
  - ISO9002, QS9000, ISO14001, & TS16949 certified
  - Shanghai, Hefei, & Kaohsiung
- APM
  - Assembly & Test
  - ISO9002, & ISO14001 certified
  - Shanghai



Power manufacturing expertise and World Class Quality Control System

## **Major Customers**



































### **Online Tools - Website**

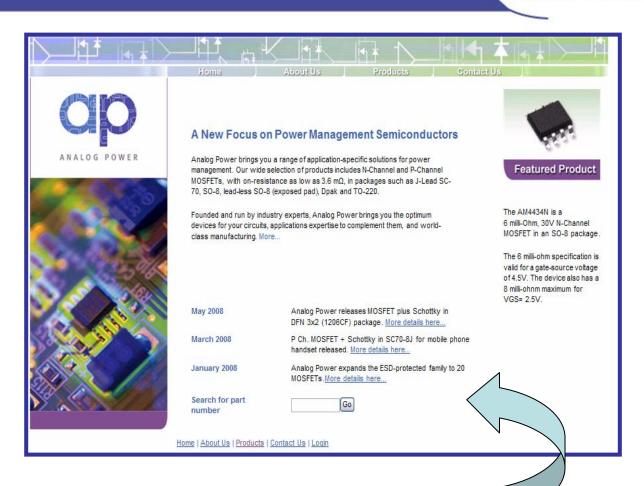


**Company Information** 

**Product Specifications** 

**Product Search Tool** 

**Datasheet Link** 



http://www.analogpowerinc.com



# Thank you very much!