

Maxim Integrated Products

- First the Machine age followed by the Computer & Information age
- Now- the birth of the Man-Machine Interface revolution, or technically,
 - Analog Circuits and MEMS integration.

- Maxim designs, develops and manufacturers analog, mixed-signal, high-frequency, and digital circuits
- 5900 products enabling Industrial, Communications, Portable, Medical products
- Broad Customer Base ----35000 customers

- Maxim is in the process of starting to assume part of the MEMS market that is relevant to its present products
- Maxim is interested in MEMS as a continuing growth opportunity integral to its analog business
- Internal Development – Relays, Resonators

The Growth in MEMS

- ❑ MEMS is not an exotic technology but products containing analog and MEMs are exotic and promise long-term growth and profits.
- ❑ Applications exist in all commercial sectors
- ❑ High ROI when integrated with proven ASICs and micro-controllers
- ❑ Maximum potential for MAXIM (i.e. high ROI)
 - Industrial Sensors, Automated Test Equipment
 - Consumer applications

- ❑ Why is Maxim interested now?
 - Traditional scaling for analog is not necessary
 - MEMS technology now shows significant growth in sectors that Maxim can penetrate
 - Capital equipment for cheap processing is now available
 - Tool set is identical to that used by other Maxim products

Boosting the MEMS Industry

□ Current economy makes it ripe for picking

- Is it a curse or a blessing in disguise for MEMS growth?
- “The price is right” for analog IC companies to acquire smaller MEMS companies
- Consolidation will promote quick growth

□ Why IC Fabs?

- Internal fabs - cheaper and faster time-to-market products
- Already own ASICS/Micro-controller technology
- MEMS requires an ability to handle large number of diverse processes--- analog companies do this now
- Packaging technology is available internally as is capability for In-house Testing, Reliability and Failure Analysis
- Existing Marketing/Sales force, Customer base