

## For Immediate Release

### **Alta Introduces Low Cost Trimmer for LCD Panel Calibration**

**San Jose, California – February 28, 2008—Alta Analog Inc.** a supplier of programmable analog devices to the LCD panel industry has introduced a low cost solution for trimming the VCOM level on LCD panels. The AVT100 replaces existing products from such vendors as Maxim and Intersil with a device featuring improved performance and lower cost.

The AVT100 provides 5 mVolt programming precision in a compact 8 pin (TDFN) package. The AVT101 integrates the 2K bit EDID memory used in notebook LCD panels to provide even more cost savings and PCB area reduction.

“The AVT100 and AVT101 represent a major improvement in the economics of converting from manual potentiometer based trim to automated VCOM calibration in the large LCD panels. Reducing the device cost from \$.29 to \$.20 represents a significant cost reduction.” States Rick Orlando, CEO and President of Alta Analog. “The devices are also supported by the AP100 family of programmers to allow a cost effective, stand alone solution for VCOM trimming in the manufacturing line. This means that our customers do not have to do any software or hardware development to implement in-line automatic VCOM calibration.”

The AVT100 and AVT101 are the latest in Alta Analog’s products to provide improved color performance and consistency in LCD panels for television, notebook and monitor applications. Alta’s programmable gamma solutions enable panel manufacturers to meet increasingly stringent color specifications, such as Microsoft Vista, with no additional component cost or processing steps.

#### Product Features

- 5mV Volt Programming Precision
- Wide Supply Voltage Range 6-17Volts
- Compact Packaging
- Integrated 2K EDID Memory (AVT101)

#### Price and Availability

The AVT100 and AVT101 are priced at \$.20 and \$.25 respectively with immediate sample availability.

### **About Alta Analog**

Headquartered in San Jose, California, Alta Analog designs and markets programmable analog semiconductor devices for the LCD industry. Based on Alta's proprietary ANVM (Analog Nonvolatile Memory) technology, these devices deliver performance levels at price points not possible with traditional semiconductor technologies. ANVM combines analog and digital elements along with programmability resulting in very high levels of integration for television, notebook and monitor applications. Alta has also developed a suite of hardware and software tools to allow panel manufacturers to automatically calibrate VCOM and Gamma to compensate for panel manufacturing variations. The Alta devices allow LCD panel manufacturers to deliver significantly improved color performance and consistency at a lower cost.

### **Press Contacts**

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