

Maxim Provides the Performance and Time-to-Market Advantages Manufacturers Need to Deliver the Devices Consumers Crave



LAS VEGAS, (GLOBE NEWSWIRE) -- Unveiling technology that's making a better future for consumers everywhere, Maxim Integrated Products is demonstrating how it dramatically improves the way people SEE, TOUCH and HEAR the latest mobile handsets, tablets, communications and TV products. Attendees at 2011 International CES are invited to visit Maxim's Booth #30869 located in the Upper Level of the South Hall in the Las Vegas Convention Center. "Technology provides remarkable tools for companies to develop new markets, solve problems and create new products that improve the lives of consumers," said Tunc Doluca, president and CEO, Maxim Integrated Products. "At Maxim, we're using our diverse portfolio of intellectual property, proprietary process technologies and manufacturing capabilities to deliver innovative and highly integrated solutions that enable these consumer products." A walk through the Maxim booth showcases exciting advances in mobile device applications, 3-D content, smarter phones and TVs, and how Maxim is delivering on its advantages of state-of-the-art manufacturing processes for these high volume applications with breakthrough performance, in smaller, more energy-efficient integrated circuit packages for its system-on-chip (SoC) solutions. "In order for companies such as Maxim to develop the applications and electronic devices that are creating a better life for consumers at home and out in the real world, it is fundamental to have the right process technology, the right package technology and the right IP and to be able to bring it all together quickly," said Jim Feldhan, president, Semico Research. "Maxim is demonstrating its expertise and leadership in allowing its customers to tailor consumers' interests and needs and deliver the information, entertainment and experiences to people whenever, however and wherever they want it." Maxim solutions offer high-performance devices with low power consumption for smartphones, tablets, TVs, automobiles and many other consumer devices. Maxim enjoys long-term relationships with leading consumer electronics manufacturers such as Skype and Samsung who are frequently recognized in the industry for their end product innovation. A complete guide to the demonstrations in the Maxim booth can be downloaded at:

<http://www.tradeshownews.com/events/2011-International-CES/Maxim/>

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