ON Semiconductor to Spotlight Innovative Energy Efficient Solutions at Electronica 2012

ON Semiconductor will have an expanded presence at the Electronica 2012 tradeshow in Munich this November. Live on-site demonstrations and technical briefings will spotlight the company's latest product innovations -specifically designed to efficiently power customers' next generation electronics solutions for automotive, industrial, LED lighting, communications, consumer white goods, health care and smart grid applications [1].
The **automotive** area of ON Semiconductor's stand will address the company's latest solutions for LED vehicle lighting (front, rear and interior), park assist, power management and conversion, power-train and engine management, as well as infotainment power delivery and connectivity. The company will demonstrate new solutions for pixel front lighting, infotainment power delivery and ignition.

The **white goods** area of the stand will focus on energy management for smart appliances, including discrete IGBTs for induction cooking, Integrated Power Modules for motor drivers and low stand-by power supply. The company's robust touch sensor solution will also be on display, with technical experts available to discuss applications.

In the **industrial and healthcare** area of the stand, ON Semiconductor will demonstrate smart motor driver solutions for energy efficient automation. Medical solutions on display will include precision mixed-signal microcontrollers and advanced image sensors. Technical experts will be available to discuss customer requirements for digital and mixed-signal ASICs.

The **smart buildings and LED lighting** area of the stand will focus on energy management for home and buildings, including ground fault protection, light sensors and efficient power supply for LED lighting. The company's innovative semiconductor solutions for KNX and MBUS communication standards will also be on display, with technical experts available to discuss applications.

The **smart grid** and **renewable energies** area of the stand will focus on the rapid market growth areas of E-metering and clean energy. Energy efficient concepts for implementation in solar generators and windmills will be discussed. Solutions for dedicated communications systems and smart meters (water and heat) to connect with power networks and the smart grid will also be demonstrated.

In the **communications** area, ON Semiconductor will demonstrate its support of networking applications via its efficient power and thermal management solutions, and its clock generation and distribution blocks. For portable communications **-** where low power, efficiency and size are required aspects of customers' new product designs **-** the company will exhibit a selection of its fully integrated, high efficiency, small form factor devices, including EMC suppressors, lens drivers, image

stabilizers and protection sensors, as well as battery/wireless charging and audio DSPs; all of which support user interface, audio and power management in the rapidly transforming portable electronics sector. Demonstrations will include noise reduction for voice capture devices, haptic feedback and proximity sensors.

Evolution Continues

To positively impact the lives of every person on the planet, ON Semiconductor continues to deliver the innovative, energy saving, technology necessary to ensure that tomorrow's electronics operate with remarkably improved efficiency.

Sustainability is a driving force behind ON Semiconductor's ongoing transformation into the industry's innovator of energy efficient electronics solutions. Conceiving and producing new technologies that improve how electronics consume electricity is at the core of the company's business. By working closely with our customers to offer the targeted products and design solutions that significantly reduce the amount of power needed to run the electronics used every day by millions and millions of people across the globe, ON Semiconductor is making a difference. From automobiles and air conditioners to laptop computers and LED lights, and from smart phones and televisions to industrial automation equipment to washing machines, ON Semiconductor's innovative products improve energy use.

With more than 42,000 products offered in more than 300 different packages, the company's product portfolio ranges from custom Application Specific Integrated Circuits (ASICs) to standard components, offering customers a full suite of technologies, capabilities and solutions. ON Semiconductor's products help manage power, extend battery life, protect sensitive circuits from harmful electromagnetic and electrostatic discharge, and assist in converting and regulating power within products used at home, at work and in everyday life.Strategically located global Solutions Engineering Centers (SECs) - including its European Automotive SEC - help customers improve time-to-market for advanced electronics systems.

Since the last Electronica conference held in 2010, ON Semiconductor has completed the acquisition of SANYO Semiconductor, and strategically expanded its market reach into Japan and its product offering with additional solutions for automotive and consumer products. Today the company is a top 20 supplier of semiconductor globally.

Schedule a Meeting:

ON Semiconductor management and product solutions experts plan to meet with customers, the media and industry analysts at Electronica 2012 to discuss how the company can best support design, energy efficiency and production needs. To schedule a meeting, please send an email request to electronica2012@onsemi.com [2].

Presentations

In addition to meeting with ON Semiconductor's technical and applications experts

at the company's stand at Electronica, visitors are invited to attend forum presentations by ON Semiconductor's technical staff. These include:

Exhibitor Forum

- ***LED Pixel Light Solution for Automotive Advanced Front Lighting Systems*** Presented by Paul Decloedt & Leo Aichriedler November 14, 2012: 16:00 - 16:30
- ***IMST Enable Realization of High Density Integrated Power Solutions for Increasingly Challenging Automotive & Industrial Applications*** Presented by Leo Aichriedler November 15, 2012: 13:30 - 14:00

Wireless Congress

- ***Designing a Low Power Wireless Network*** Presented by Brian Buchanan November 15, 2012, 13:15 - 14:15

For more information, please visit http://www.onsemi.com [3] or ON Semiconductor's Electronica EVENTS [4] page.

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