



PRESS RELEASE

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Portable Design Announces Winners for the 2008 Editor's Choice Awards
Awards Recognize Companies and Products Pioneering Behind-the-Scenes Technology

SAN CLEMENTE, California — *Portable Design* magazine, the engineer's resource for portable applications, has announced the winners of its 2008 Editor's Choice Awards.

The awards, presented annually, recognize innovative electronic components that make possible the design of leading edge portable products. While not apparent to consumers, these products are the underlying technology that puts the 'cool' in cell phones, MP3 players and a wide range of other consumer devices.

"Every year, *Portable Design* singles out for recognition those new products that we consider to be the most innovative, choosing from among the thousands of product releases that cross our desks," said John Donovan, *Portable Design's* Editor-in-Chief. "This year has seen an outpouring of highly creative, and some potentially disruptive, products—so much so that in some categories we've been forced to select multiple winners, not being willing to overlook some clearly outstanding products."

Portable Design 2008 Editor's Choice Awards Winners

CATEGORY	COMPANY	PRODUCT
Analog/Mixed Signal ICs	National Semiconductor	Continuous-Time Sigma-Delta ADC (ADC12EU050)
Audio	Wolfson	Audio and PMIC (WM8350)
Development Kit	Cadence	Low-Power Methodology Kit
EDA	CoWare Mentor Graphics	ESL 2.0 Technology Release inFact intelligent testbench

Logic/Interface	QuickLogic	ArcticLink
Memory	SST	All-in-OneMemory (SST88VP1107)
Processor ICs	TI	MSP430F2x family
	Microchip	PIC32 family
	Freescale	MC9S08QE8 (QE8) MCUs
Processor Cores	ARM	Coretex-A9
	Tensilica	Diamond Standard 106Micro
Multimedia	ARC	Vraptor-based multimedia subsystems (AV 417V)
Power Management	Maxim	Ultra-Low-Noise, High-PSRR, LDO (MAX8902A/MAX8902B)
Programmable Logic	Actel	ProASIC3L
	Altera	Max IIZ
	Xilinx	Spartan-3A
RF/Microwave	Analog Devices	Mobile WiMAX transceivers (AD9354/55)
	Sequoia Communications	Single-Chip, 7-Band, Polar HEDGE RF Transceiver (SEQ7400)
	Linear Technology	Direct-Conversion I/Q Demodulator (LT5575)
Software	National Instruments	LabView 8.5
Test & Measurement	Tektronix	Real-Time Spectrum Analyzers (RSA3000B)
	Keithley	4x4 MIMO RF test system (2820/2895/2920)
Innovation of the Year	SkyCross	iMAT Isolated-Mode Antenna

About *Portable Design*

For the last 11 years, *Portable Design* has been “the engineer’s resource for portable applications.” Each month, *Portable Design* delivers news, product reviews and feature articles focusing on consumer electronics, portable power and wireless communications. With editions in the US, China and Taiwan, it is the only magazine dedicated exclusively to the interests of engineers creating portable electronic devices. For more information on *Portable Design* magazine, visit www.portabledesign.com.

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