



PRESS RELEASE

AnalogicTech Introduces Feature Rich, High Efficiency Lighting Management Unit That Reduces System Cost for Smartphones and Enhances Battery Life

AAT2870 is the First Negative Charge Pump LMU that Fully Supports Ambient Light Controlled Backlight Brightness using Photo Diodes

Santa Clara, Calif. – April 12, 2011 – Advanced Analogic Technologies, Inc. (AnalogicTech™) (Nasdaq: AATI), an analog semiconductor company focused on powering innovative solutions in consumer, industrial, and communications markets, today introduced the AAT2870 lighting management unit (LMU). Highly configurable, the device is capable of driving eight independently programmed LEDs for backlighting and four low-dropout (LDO) regulators for powering camera modules. The new LMU supports the drive for cost efficiency in the smartphone market with built-in support for low-cost photo diodes as ambient light sensors. Automation of all backlight functions, including fading and ambient light brightness adjustments greatly extends battery runtime.

“The increased adoption of cameras in smartphones and other small, portable devices has placed new demands on LMUs for next-generation products,” said Raymond Chan, Technical Marketing Manager of AnalogicTech. “Implementing effective power management is critical for maximizing battery runtimes and increasing user satisfaction. The AAT2870 builds on our LMU portfolio by adding support for photo diodes and truly autonomous backlight control while surpassing the efficiency, small footprint and ease of design-in of our existing LMU products.”

Offering complete ambient light sensor management, the AAT2870 provides automatic sensor bias, calibration and control of analog ambient light sensors and low-cost photo diodes. The implementation of these functions provides seamless ambient-light-controlled backlight brightness, reduces calibration effort in production and processor overhead during operation.

The AAT2870's tri-mode negative charge pump is capable of independent current control of eight white LEDs up to 27.9 mA and offers direct LED connection to the battery, further enhancing efficiency and making it comparable to inductor-based conversion. Independent load switches selectively connect LEDs with high forward voltage (V_F) to the charge pump for better management of V_F variations. The device also drives four I²C programmable LDO outputs at up to 300 mA that are designed to provide power to camera modules and other accessories.

The AAT2870 is packaged in a 3.1 mm x 2.6 mm - 30 pin WLCSP providing a complete solution in a 9 mm x 10 mm footprint and at 0.7 mm thin to enable sleek form factor handsets. The AAT2870 is priced at US\$1.24 @10K units. For more information, contact AnalogicTech or its distributors. The AAT2870 is currently shipping.

Key Features:

- Eight independently programmable backlight channels with automatic fading
- Ambient light sensing backlight control with automatic fading between 128 dimming levels
- Four LDO regulators programmable from 1.2V to 3.3V
- Fully content adaptive brightness control (CABC) compliant pulse-width modulation (PWM) dimming

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About Advanced Analogic Technologies, Inc.:

Advanced Analogic Technologies, Inc. (AnalogicTech™) (NASDAQ: AATI) develops advanced semiconductor system solutions that play a key role in the continuing evolution of feature-rich, energy efficient electronic devices. The company focuses on addressing the application-specific power management needs of consumer devices such as mobile handsets, digital cameras, and netbooks/notebooks, as well as devices in a broad range of industrial, medical and telecom applications. AnalogicTech also licenses device, process, package, and application-related technologies. Headquartered in Silicon Valley, AnalogicTech has design centers in Santa Clara and Shanghai, and Asia-based operations and logistics. For more information, please visit www.analogictech.com (AnalogicTech - G).

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