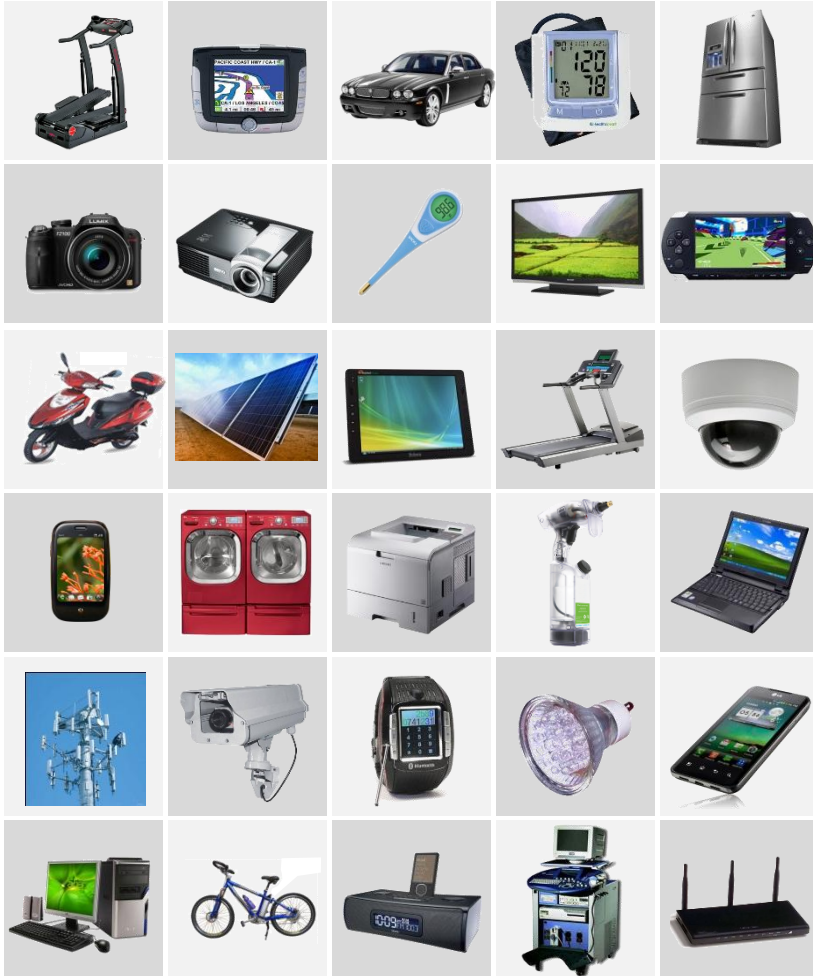


Applications Drive Analog Technology Development and Innovation

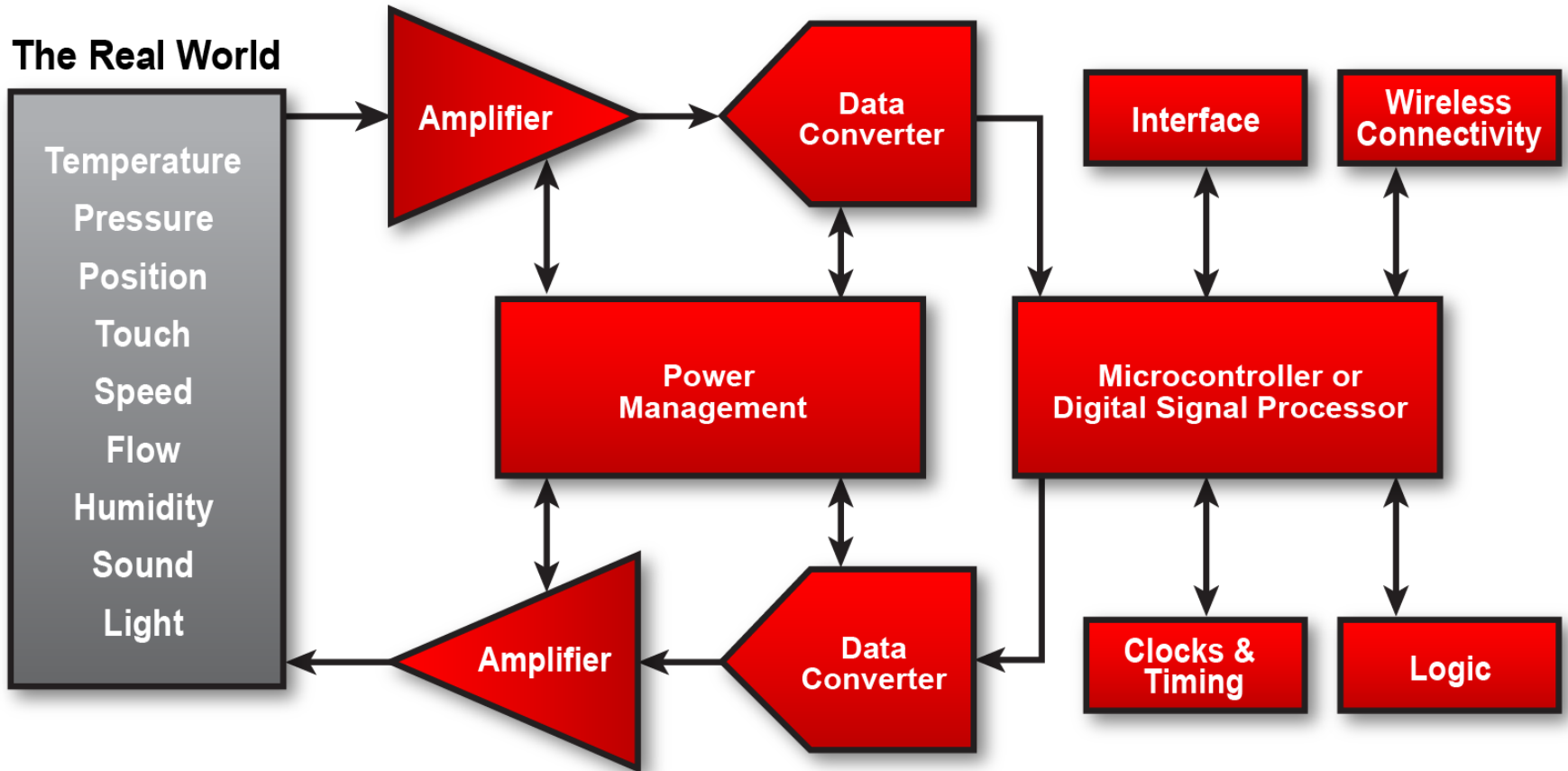


Venu Menon

Vice President,
Analog Technology Development

March 20, 2012

Inside the box

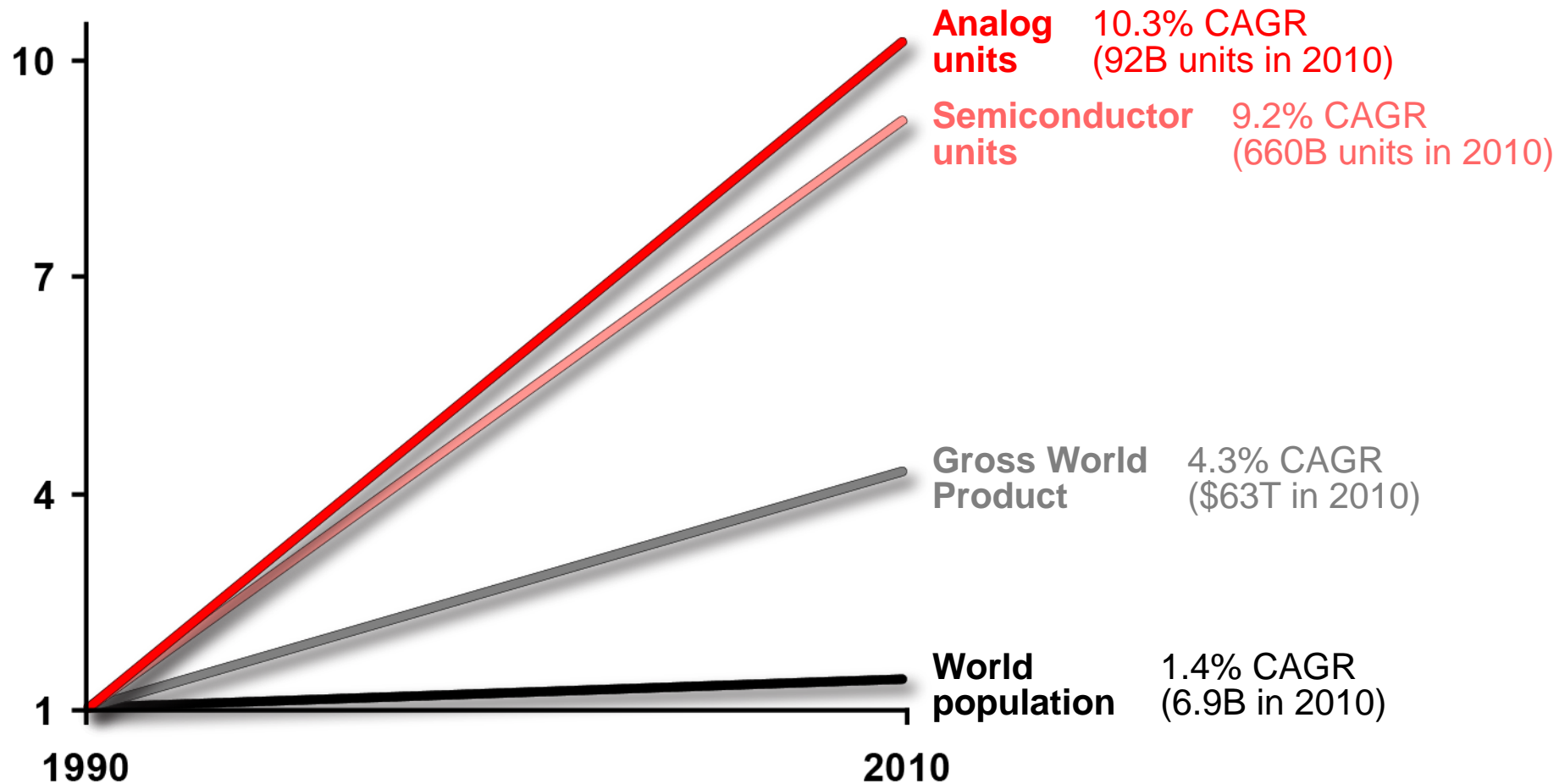


What can you do with these?

Nothing. Without analog!

Growing need for analog

More people entering the global economy and more electronics per person



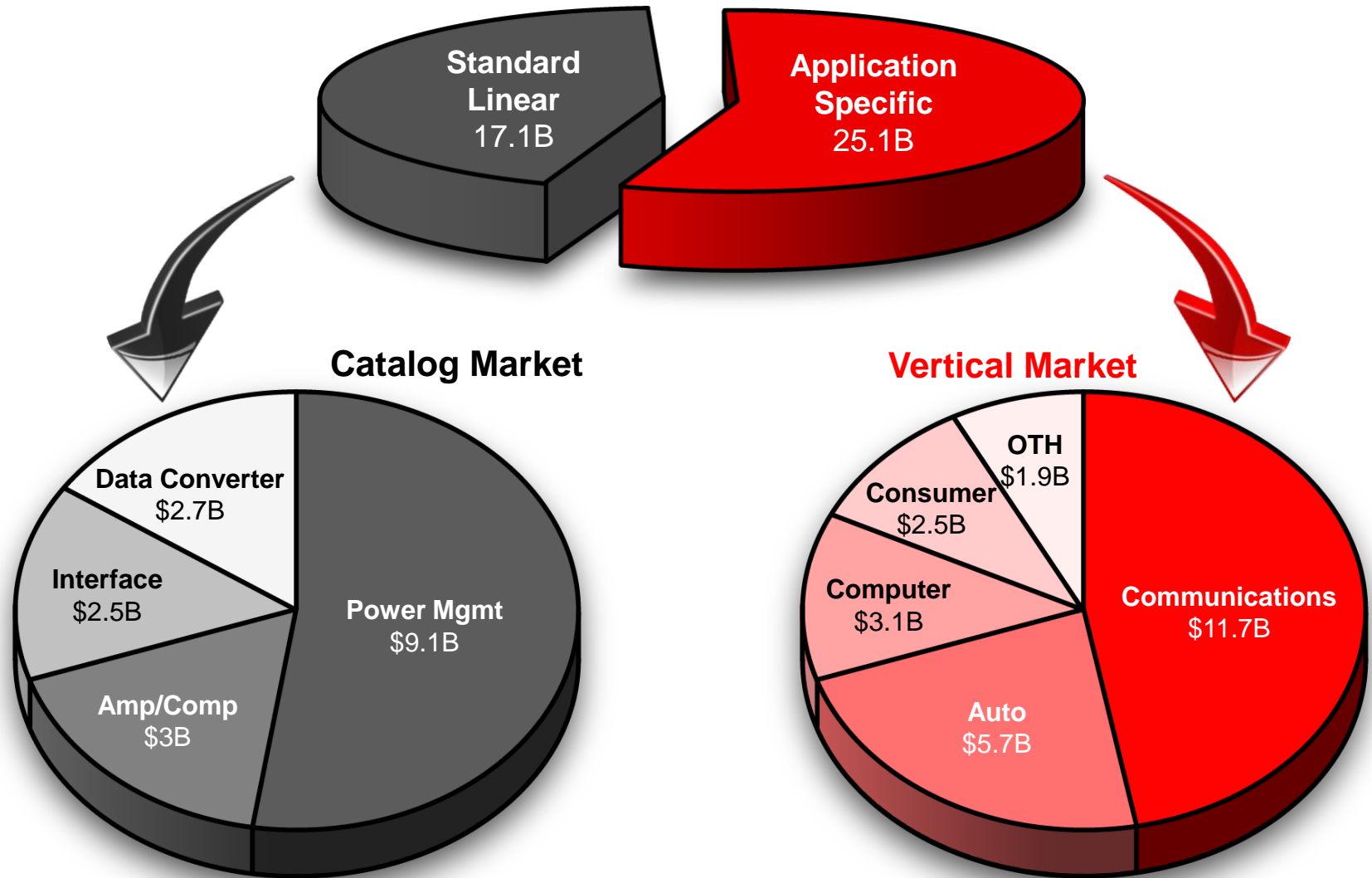
Sources: WSTS, International Monetary Fund, U.S. Census Bureau

New applications and new markets

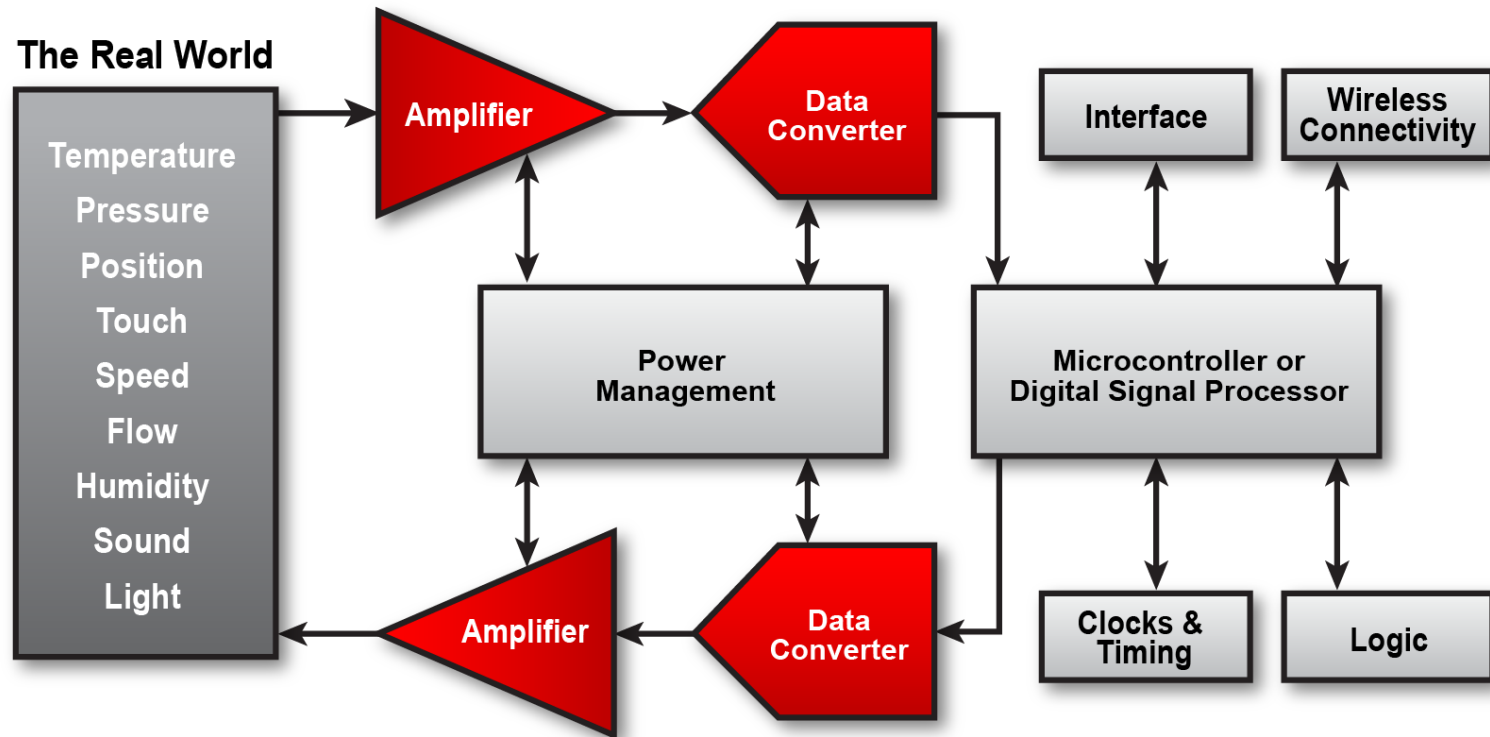


Analog market

WSTS Total Analog TAM 2011 \$42.3B



Signal conditioning & data converter needs

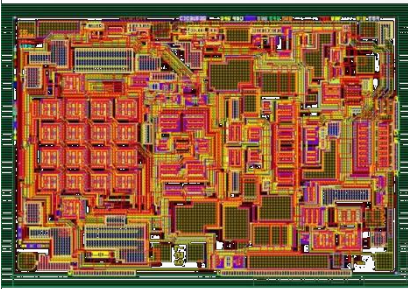


Customer Needs

- Transistors
 - Low Noise
 - Speed
 - Linearity
 - High Accuracy
 - Noise
 - High-Speed
- Resistors
 - Temperature coefficient
 - Linearity
 - Matching
- Capacitors
 - Low Power
 - Linearity
 - Matching
 - Widely Varying Voltage Ranges
- Technology
 - Small Form Factors
 - HS BICMOS
 - HV Bipolar
 - Prec CMOS
 - Price
 - High Density
 - Competitiveness
 - Analog CMOS

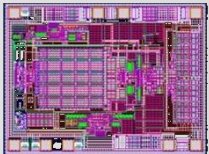
High speed bipolar technologies deliver smaller amplifiers

3.05mm x 2.10mm (6.4mm²)



OPA627 → SOIC-8

1.77mm x 1.38mm (2.4mm²)



OPA827 → MSOP-8



SOIC



MSOP



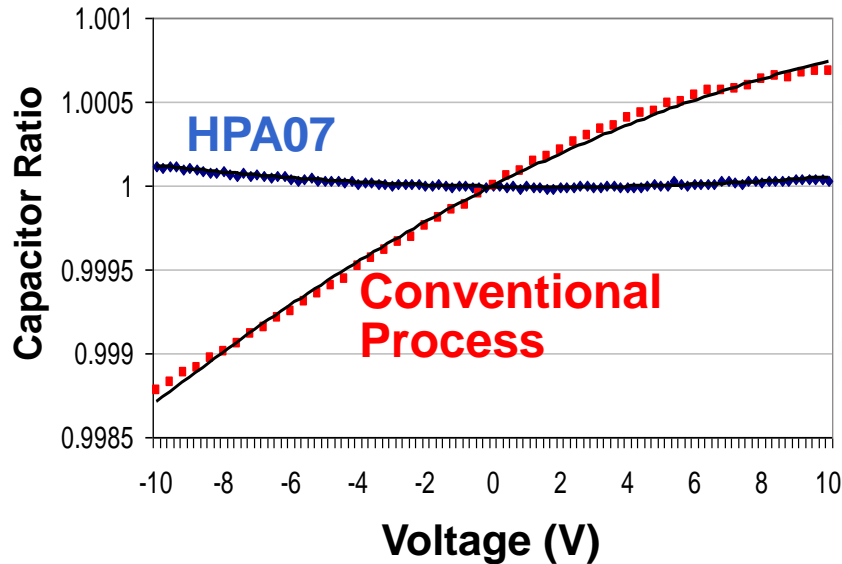
SOT23



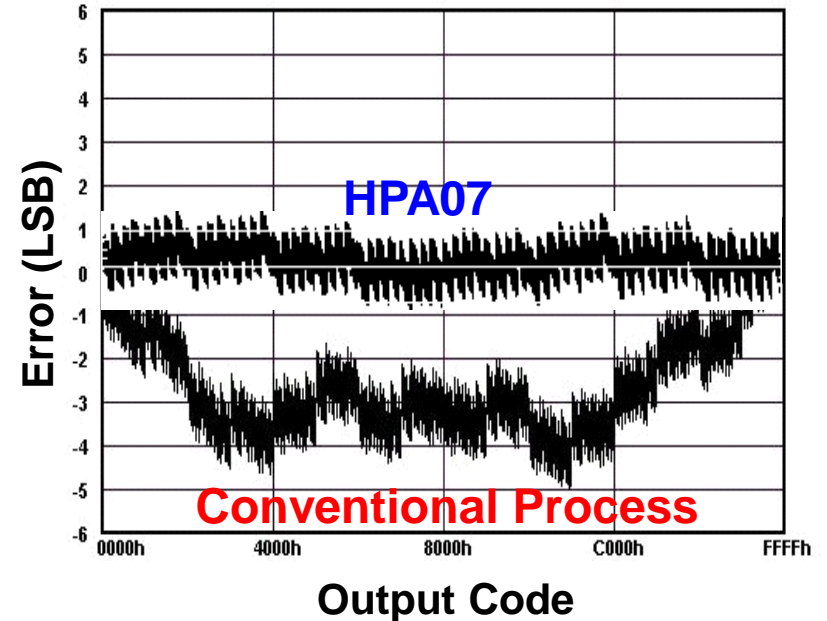
SC70

High precision capacitors deliver better A/D converters

Capacitor Voltage Coefficient Comparison



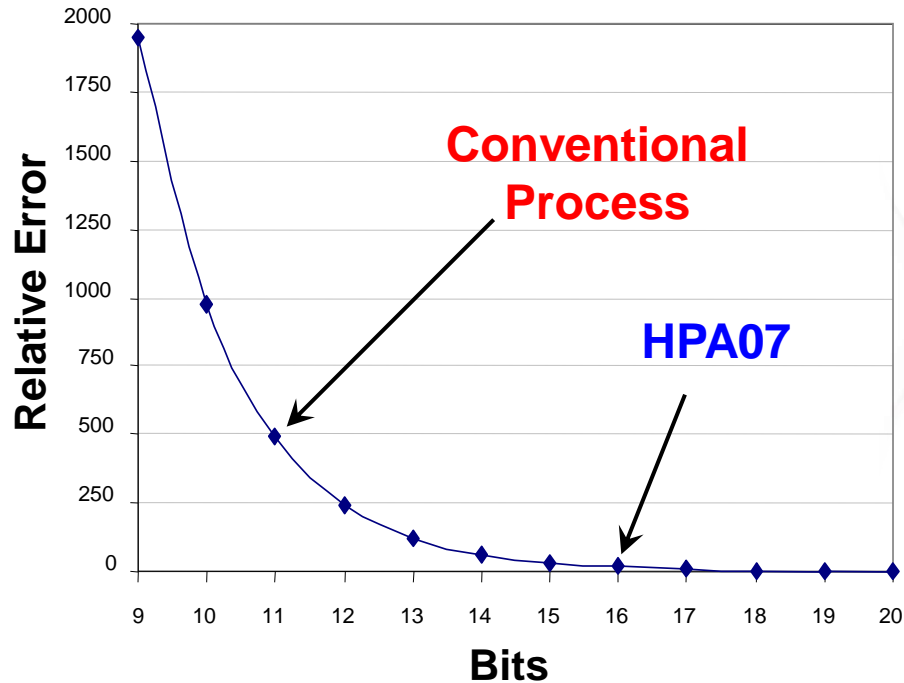
Error vs. Code



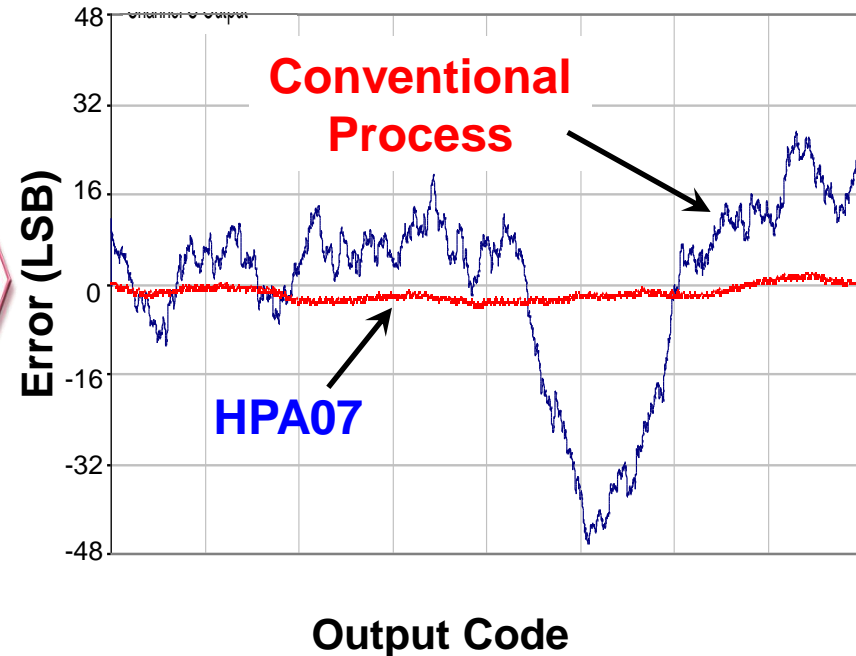
The Most Important Component in Precision A/D Converters

High precision resistors deliver better D/A converters

Resistor Matching Comparison

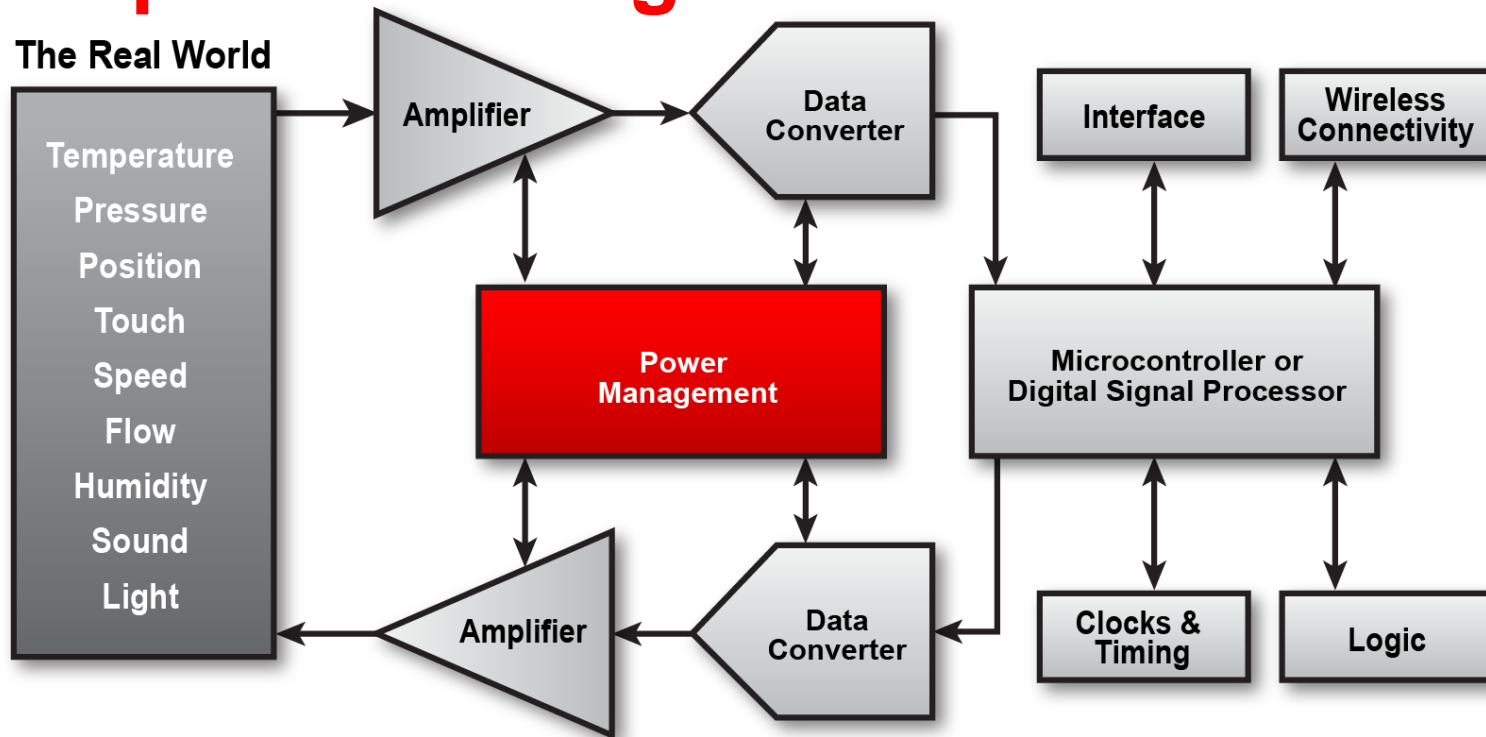


Error vs. Code



The Most Important Component in Precision D/A Converters

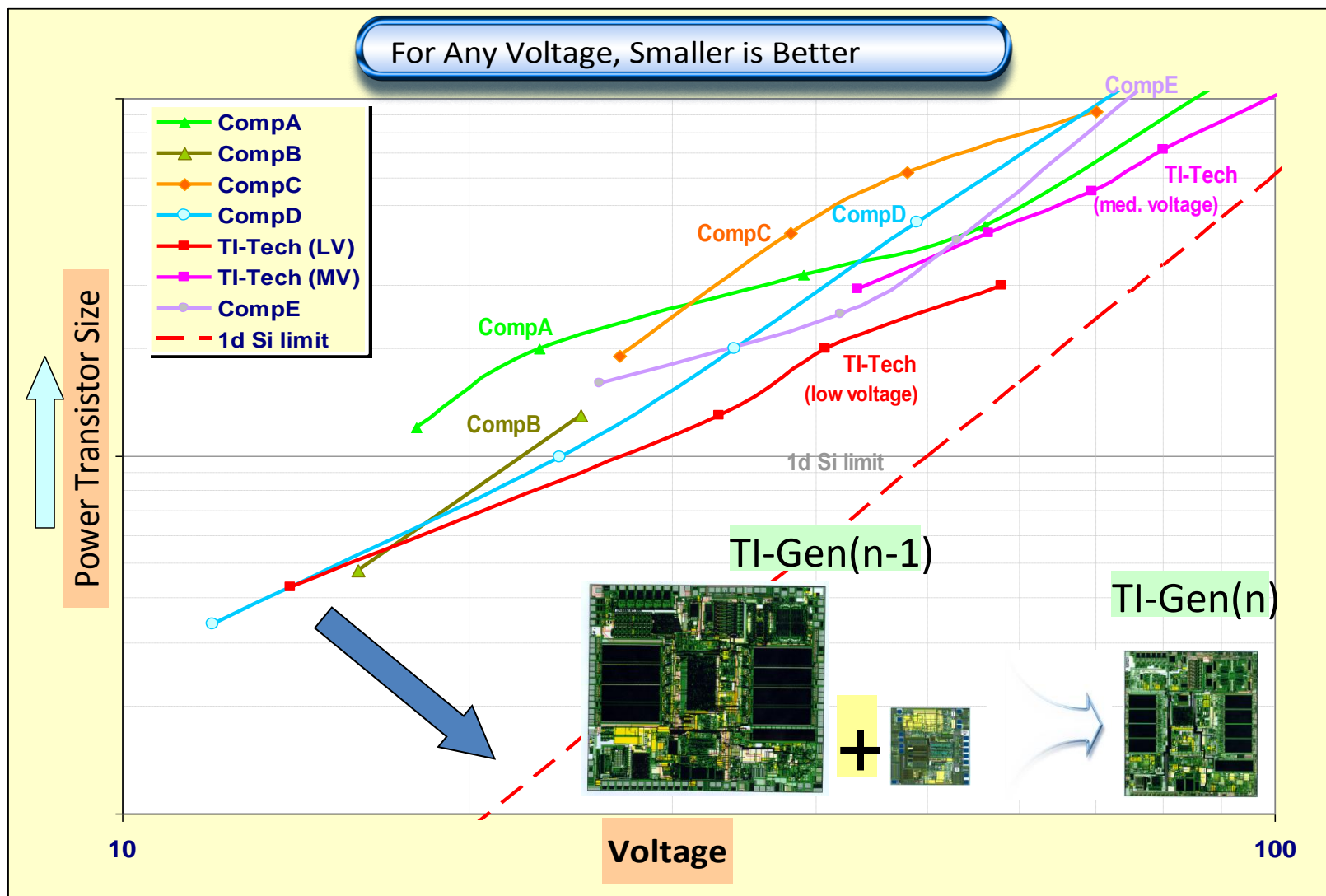
Everything that uses electricity needs power management



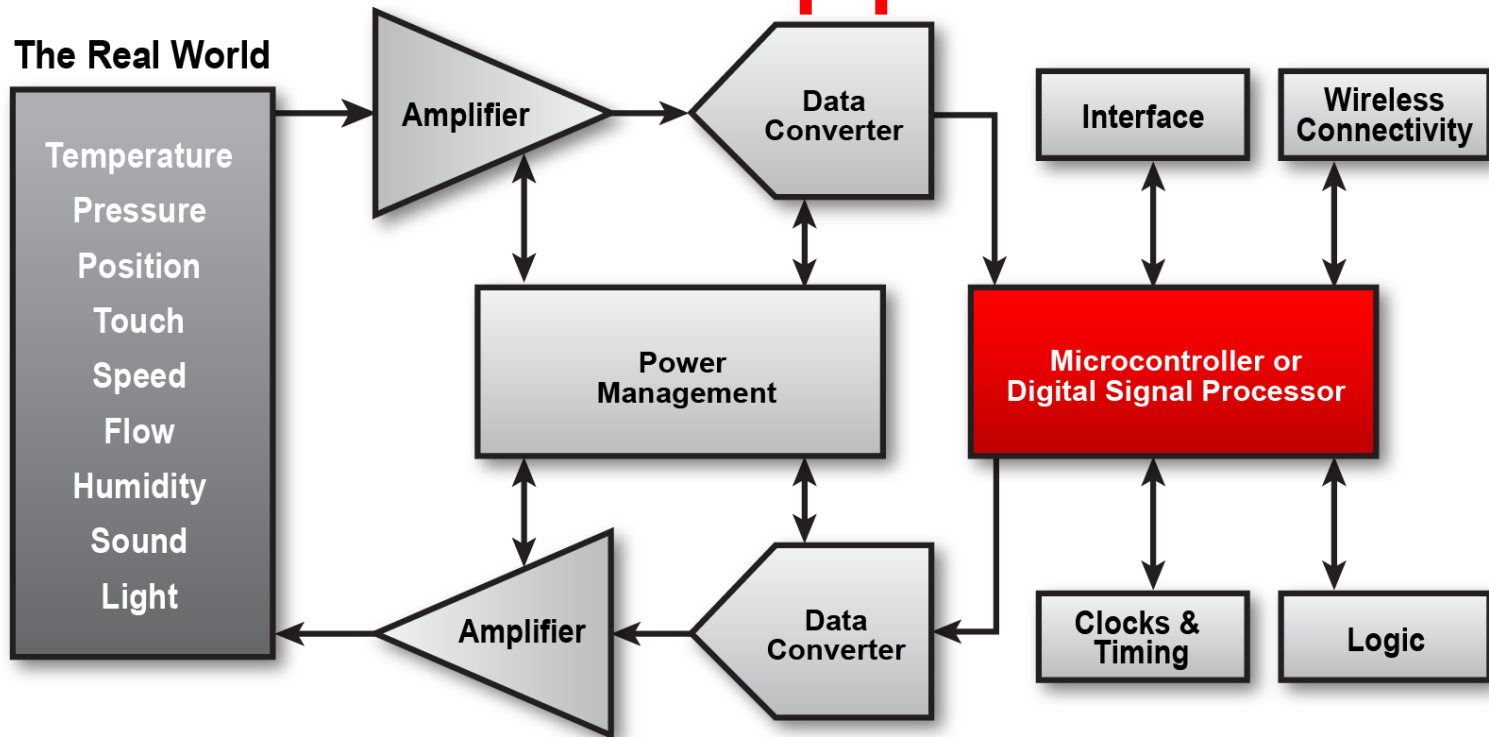
Power Management Wants

<ul style="list-style-type: none"> • Efficiency Control, <ul style="list-style-type: none"> - LDMOS • Voltage Scaling, <ul style="list-style-type: none"> - Current • Form factors <ul style="list-style-type: none"> - Power Metal • Sequencing • Single/Multiphase 	<ul style="list-style-type: none"> • Analog mix <ul style="list-style-type: none"> - CMOS - DE-CMOS • Audio • ESD • Peripherals 	<ul style="list-style-type: none"> • Battery <ul style="list-style-type: none"> - LBCSOI - Motors - LBC5 - Lighting - Thick Cu • Automobiles etc.
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High voltage, low Rdson devices deliver efficient power management



High density analog CMOS microcontrollers that sip power



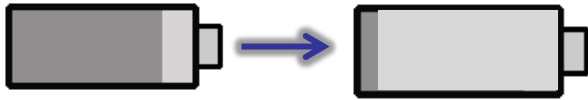
- Microcontroller Wants**
- Ultra-low leakage process
 - Active pwr
 - Standby pwr
 - Near sub-Vt operation
 - Passives
 - Low cost
- Microcontroller Needs**
- Embedded non-volatile memory
 - Fast write
 - Low power
 - High endurance
 - Low cost
- Microcontroller Constraints**
- Technology
 - ULL CMOS+NVM
 - FRAM
 - Security
 - Voltage Scaling
 - Form factor
 - Low price
- Microcontroller Goals**
- Low Power
 - Power source flexibility
 - Fast wake-up

Ultra-low power MCU innovations

FRAM – Lowest power NVM

- 100X faster writes vs Flash
- 300X lower write energy
- 100uA/MHz Active Power

250x less energy per bit

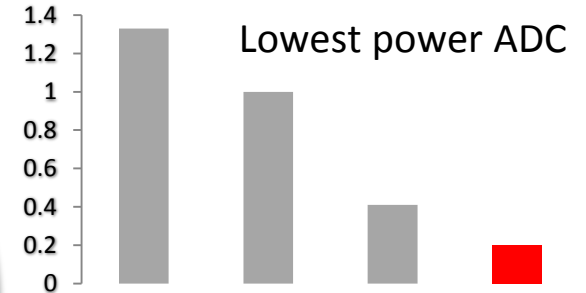


Advanced power management

- Power gating

Analog IP

- ADC12 at 75uA with 200 ksps
- 32kHz oscillator at 50nA

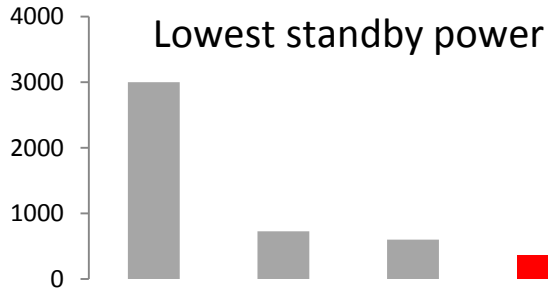


130nm ULL Process
0.9v, 1.8v, 3.3v, 5v

**Half the power
of competing MCUs**

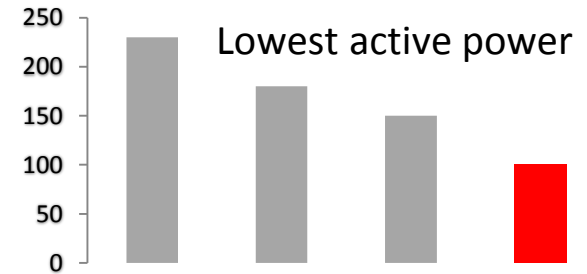
Digital standard cell library

- 360nA Standby w/ RTC
- 7 low-power modes
- Fine-grained standard cells



ULP SRAM

- 21X reduction in active leakage
- Advance power management
 - 50X lower leakage in deep sleep
 - 50nA LPM4 Retention Mode



Analog process technology platforms

High-Speed BiCMOS

- SOI & Bulk
- SiGe NPN and PNP
- Precision thin film resistors and capacitors
- Low parasitic capacitance

High-Precision Analog CMOS

- Low power, low parasitic CMOS
- Low 1/f noise
- Precision thin film resistors and capacitors
- Non-volatile memories

High-Voltage BiCMOS

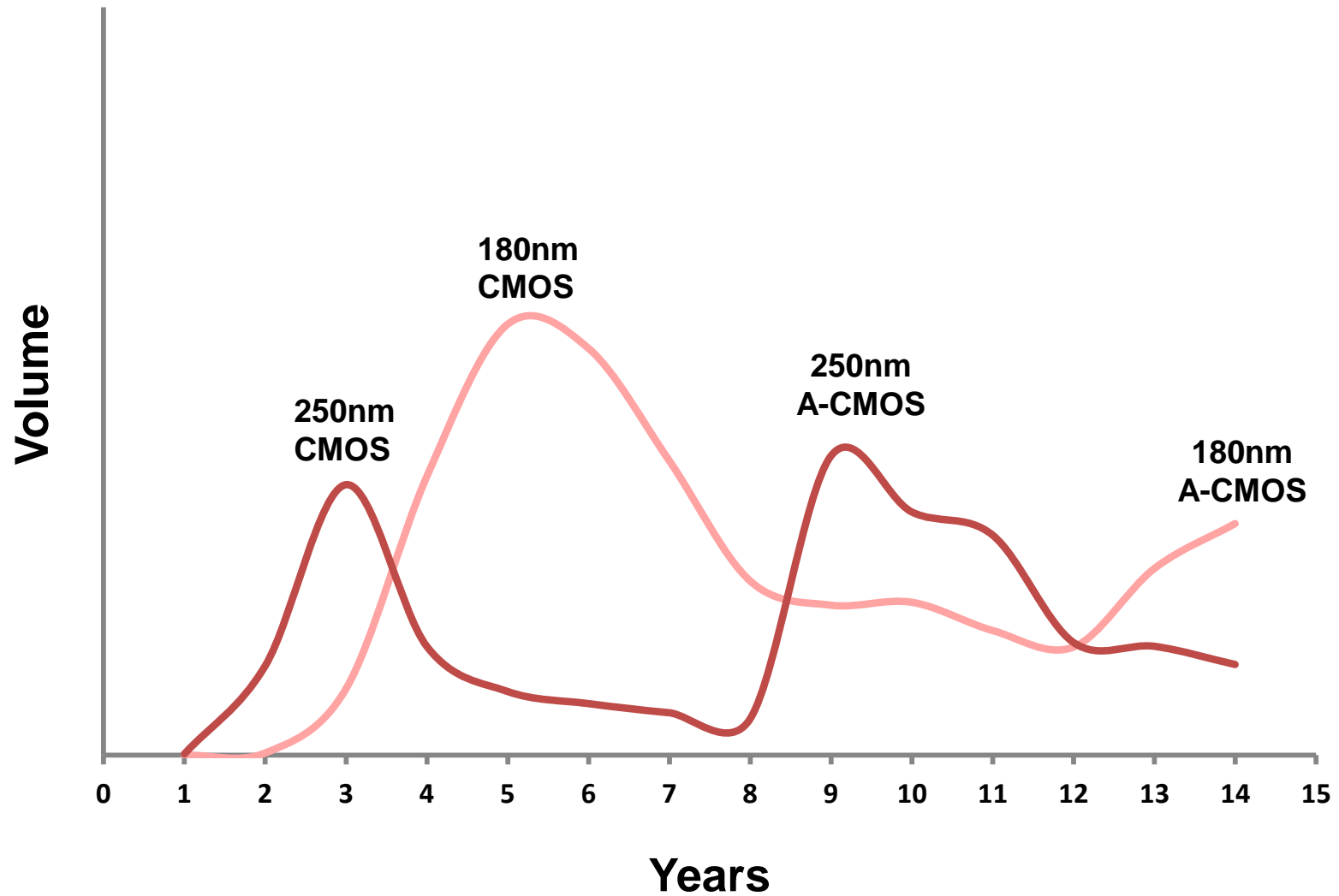
- Power LDMOS devices
- Broad and multi-voltage capability
- Thick metal technology
- SRAM and non-volatile memories

High-Density Analog CMOS

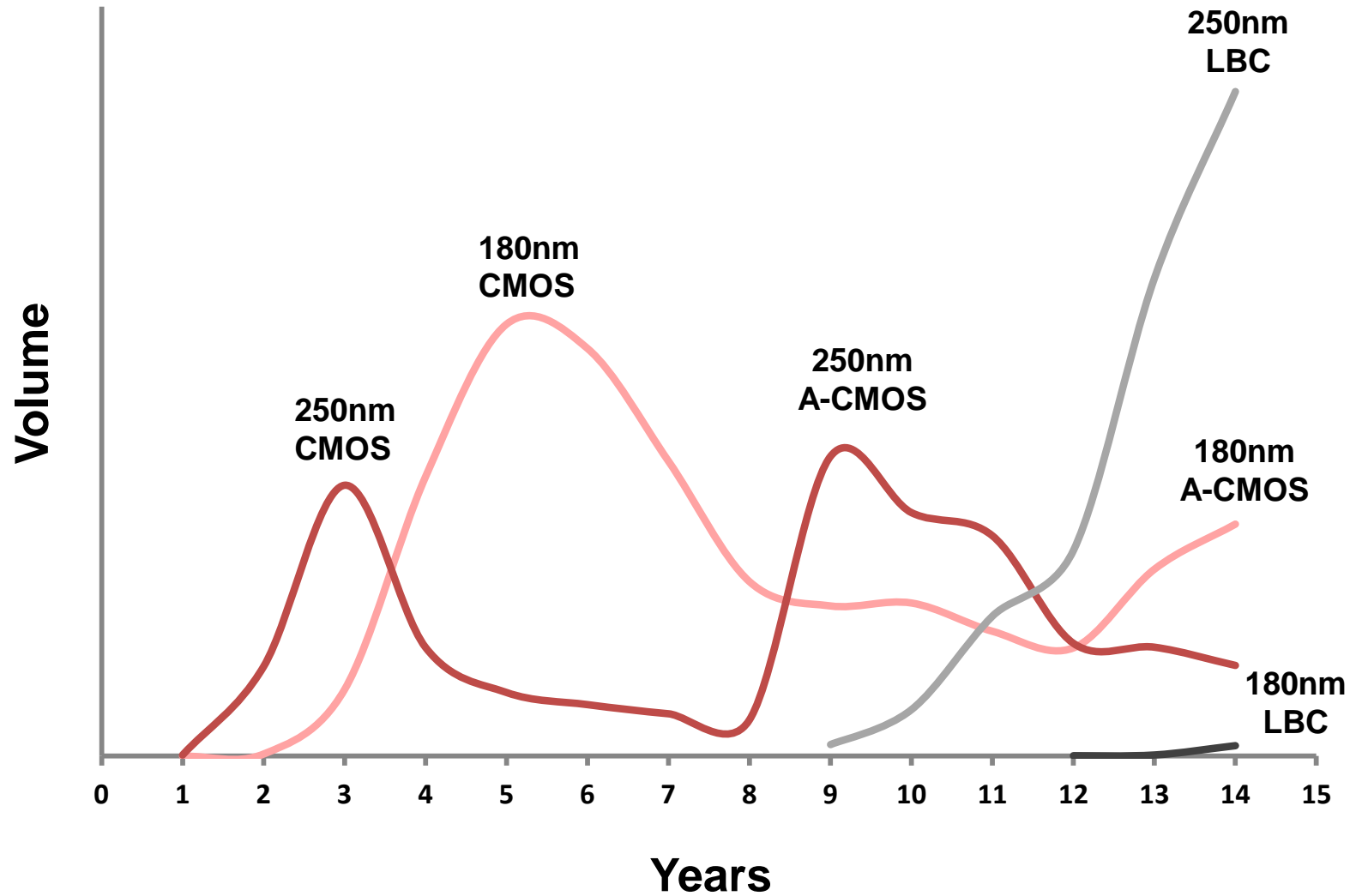
- Dense, low power CMOS
- Analog friendly CMOS
- Multi-Vt CMOS
- FRAM, SRAM & other low power memories

- Finely tuned analog process technology portfolio
- Significant differentiation through process and components
- Long process and product life-times. Continuous improvement is key
- Years of accumulated process/component IP
- Multiple factories useful for parallel development
- Use mostly depreciated equipment

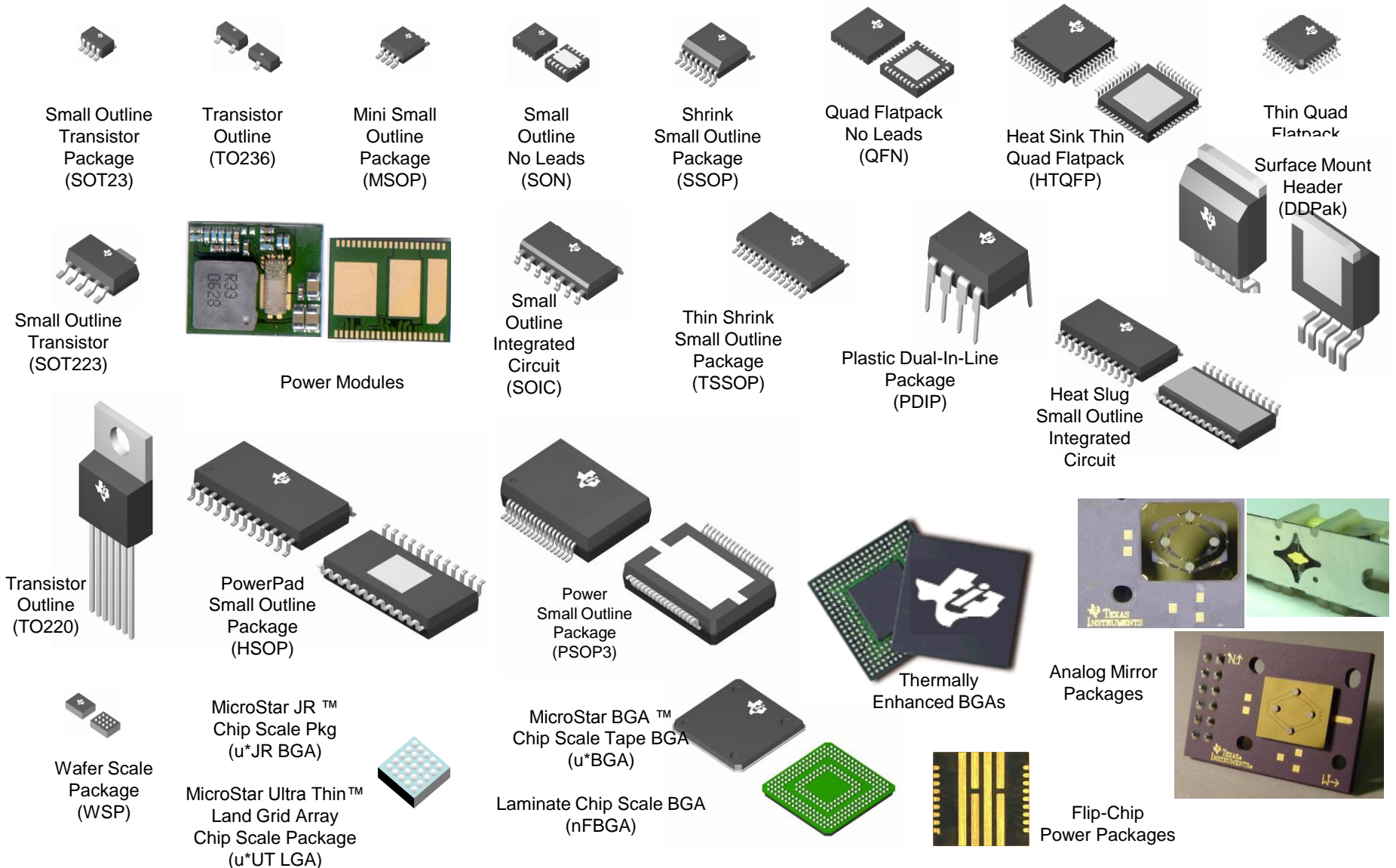
Analog vs digital



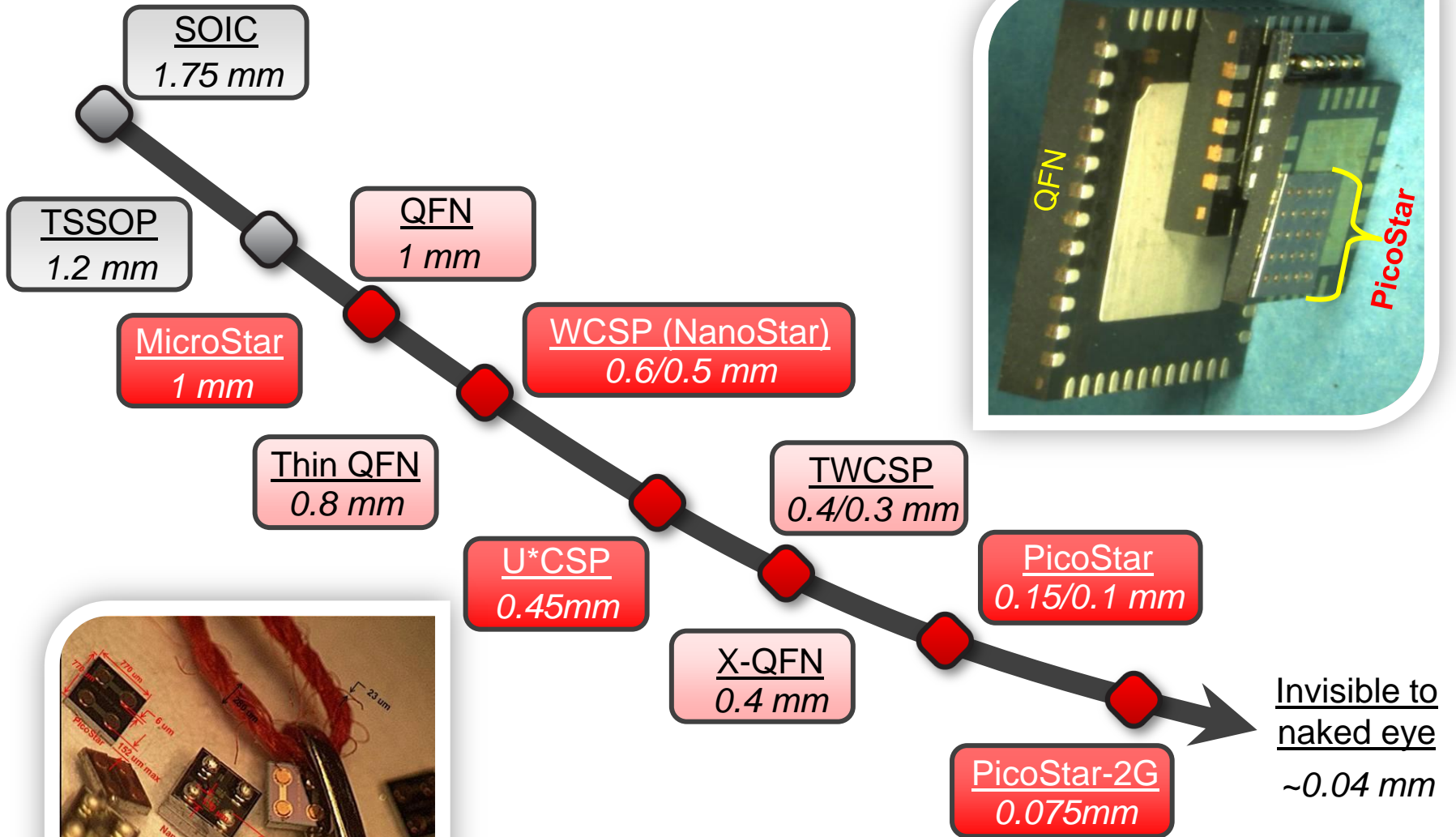
Analog vs digital



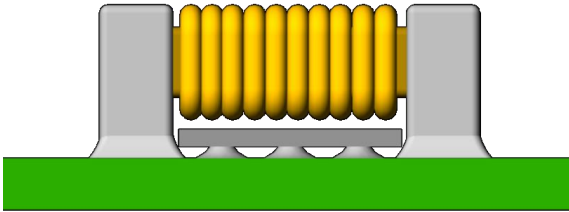
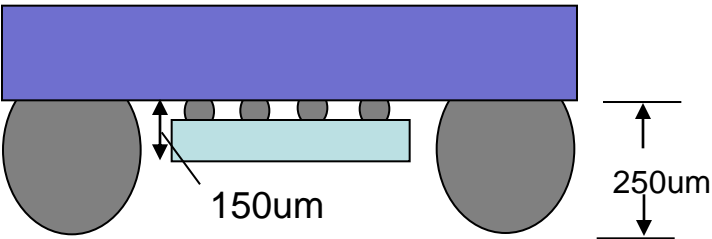
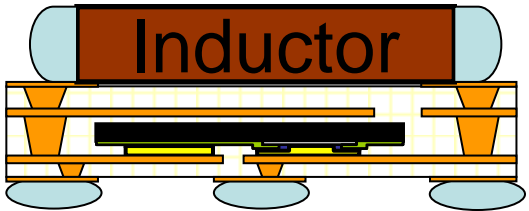
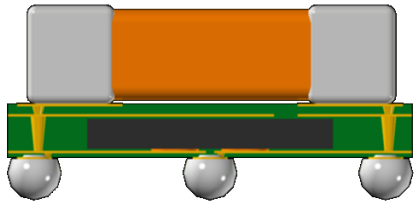
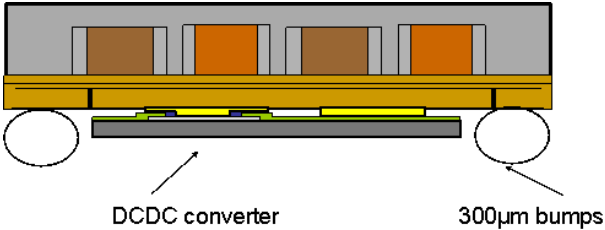
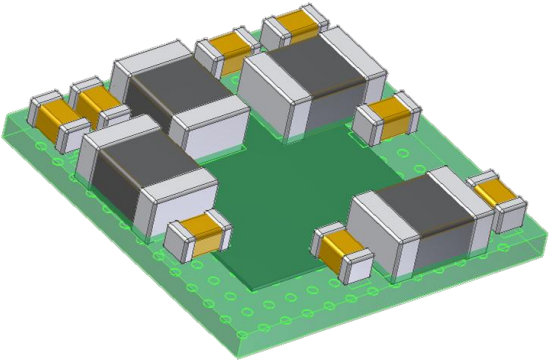
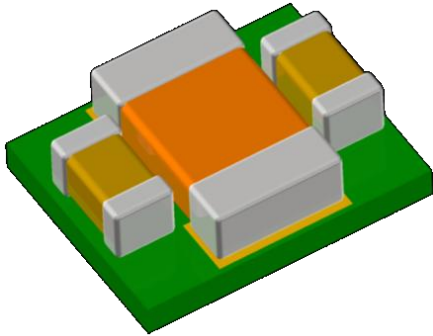
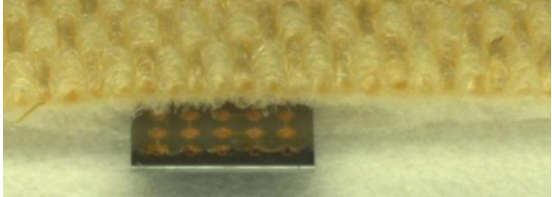
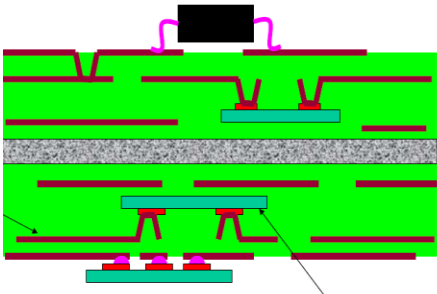
Product diversity drives package diversity



Thin is in

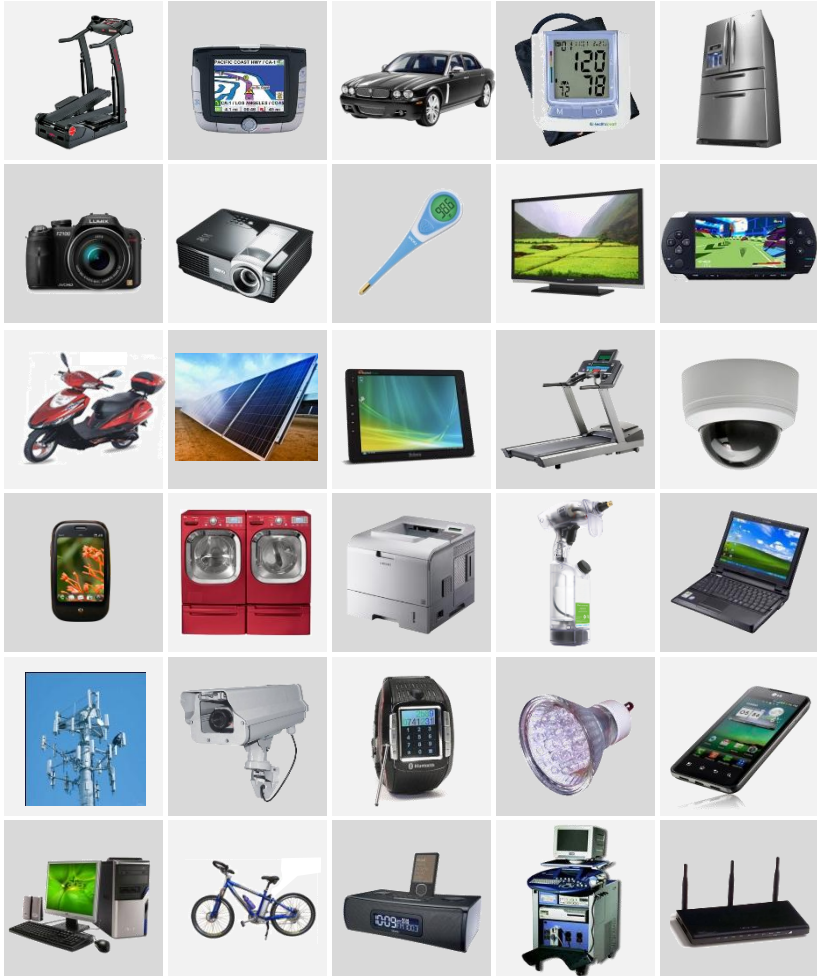


More chips in package



Challenges & opportunities

- Not limited by an industry roadmap. Significant opportunities to differentiate. Creative ideas welcome!
- Managing large diversity of process technologies in many factories
- Years of accumulated process/component/design IP. Maintaining & updating processes, SPICE models, PDKs and documentation is a challenge.
- Leveraging older equipment and factories drives challenges with process matching. Must “copy smart”
- Speed boats, not aircraft carriers



Thank You!