



## **MEDIA ADVISORY**

**Subject:** SEMICON West Technology Innovation Showcase Winner Akustica Readies CMOS MEMS Platform for New Application Areas

**What:** Dr. Ken Gabriel, Co-founder and CTO of Akustica will address the expansion of microelectromechanical systems (MEMS) devices into high-volume, high-margin applications through the company's Complementary Metal-Oxide Semiconductor (CMOS) MEMS platform. Dr. Gabriel's presentation, "Making MEMS Available Everywhere and Anywhere," approaches CMOS MEMS from a manufacturing perspective, focusing on the ways in which this platform leverages the quality, capability and capacity of the global semiconductor industry.

Dr. Gabriel will also explain how CMOS MEMS may be applied to markets dominated by traditional MEMS devices: silicon membranes, inertial sensors, RF switches and pressure transducers; by analog ICs: data converters, amplifiers, power ICs, ASSPs/ASICs and RF ICs; and by acoustic applications such as microphones and speakers. Together, these application areas represent a \$40+ billion semiconductor and electronic components market opportunity.

**When:** Tuesday, July 11, 2006 from 11:40 a.m.-12:00 p.m. Pacific time

**Where:** SEMI's SEMICON West's Emerging Technologies TechXPOT at the Moscone Center in San Francisco

**Who:** Akustica, developer of the world's first single-chip CMOS MEMS chip, is a 2006 SEMICON West Technology Innovation Showcase (TIS) winner. This recognition marks Akustica's technology as one the most innovative emerging technologies in MEMS, nanotechnology and energy. Akustica's first product, the industry's only single-chip digital silicon microphone, has already been designed into applications such as Fujitsu's LifeBook Q2010 notebook, which offers improved performance for voice-enabled applications through superior voice input quality.

### **About Emerging Technologies TechXPOT at SEMICON West**

SEMI's Emerging Technologies TechXPOT (ETX) will be located in West Hall Level 3 of the Moscone Center during SEMICON West 2006, July 11-13 in San Francisco. Focusing on enabling technologies and emerging market opportunities in nanotechnology, MEMS and energy, the ETX will feature exhibits and presentations from innovative companies, presentations from

select winners of the fourth annual Technology Innovation Showcase (TIS), automotive fuel cell displays and a raceway using MEMS-enabled Segway Human Transporters.

The Emerging Technologies TechXPOT will also feature displays showcasing fuel cell vehicles from Toyota and Ford, as well as a raceway using MEMS-enabled Segway Human Transporters. In addition, SEMI will be sponsoring a Segway giveaway at the Emerging Technologies Reception on Wednesday July 12. For more information about the Emerging Technologies TechXPOT, and SEMICON West 2006, please visit [www.semi.org/semiconwest](http://www.semi.org/semiconwest).

SEMI is partnering with the MEMS Industry Group (MIG), California Fuel Cell Partnership (CFCP), U.S. Fuel Cell Council (USFCC), the Solar Energy Industries Association (SEIA) and the Solar Electric Power Association (SEPA) on the ETX.

### **About SEMI**

SEMI is a global industry association serving companies that provide equipment, materials and services used to manufacture semiconductors, displays, nano-scaled structures, MEMS and related technologies. SEMI maintains offices in Austin, Beijing, Brussels, Hsinchu, Moscow, San Jose (California), Seoul, Shanghai, Singapore, Tokyo and Washington, D.C. For more information, visit [www.semi.org](http://www.semi.org).

### **About Akustica**

Founded in 2001, Akustica, Inc. is a privately held company based in Pittsburgh, PA. Through a revolutionary technology known as Sensory Silicon™, Akustica products enable electronic devices to sense and respond to the world around them. By leveraging standard CMOS processes and MEMS technology, Akustica acoustic system-on-chip solutions combine the functionality of microphones with microelectronics and software onto a single chip. Only Akustica's CMOS MEMS Microphone Chips—which were pioneered by Akustica co-founder and CTO Dr. Ken Gabriel during his tenure at Carnegie Mellon University—enable single-chip solutions with arrays of transducers and integrated signal processing that disrupt both conventional microphone and speaker technologies. Smaller and more reliable than the current crop of ECMs, silicon microphones can be customized with advanced sound capture features and noise reduction capabilities. For more information on Akustica, please contact us via phone: (412) 390-1730, Fax (412) 390-1737, email: [contact@akustica.com](mailto:contact@akustica.com) or web: [www.akustica.com](http://www.akustica.com).

-end-

Akustica and the Akustica logo are registered trademarks of Akustica, Inc. All other product and company names are trademarks or registered trademarks of their respective holders.

**PRESS CONTACTS (For Editors Only):**

AKUSTICA, INC.

Davin Yuknis

Phone: 412/390-1730

Email: [dyuknis@akustica.com](mailto:dyuknis@akustica.com)

VETRANO COMMUNICATIONS

Maria Vetrano

Phone: 617/876-2770

Email: [m.vetrano@vetrano.com](mailto:m.vetrano@vetrano.com)