

Atlantik Elektronik presents Analogic Tech´s new product family**Direct and Edge LED Backlighting Drivers for LCD televisions**

Planegg, December 8th, 2009

Atlantik Elektronik GmbH presents the first chip set family for direct and edge LED Backlighting Drivers for LCD televisions. This series of power management semiconductor systems designed to significantly enhance energy efficiency and user-experience for LCD televisions.

“This new product family from Analogic Tech for the LED backlit television market is a innovative solution that conserve power and deliver a better experience. The Modular BCD based LED drivers seamlessly integrating into tier one handset manufactures´ high end handset designs”, stated Ottmar Flach, CEO of Atlantik Elektronik.

The intelligent control of LED current sinks in direct/matrix backlight applications can provide precise brightness of individual segments based on image content and can give truer blacks and improved contrast for a significantly better, more natural viewing experience.

Dynamic LED backlighting also makes it possible to meet the increasingly stringent energy consumption specifications for large panel TVs.

PRESSEMITTEILUNG

The unique design and process advantages of the ModularBCD process allow the effective integration of low voltage digital circuitry with high-voltage analog circuitry. This combination enables the dynamic management of high current, high voltage LED currents sinks and results in significant power savings.

As its initial entry point into the LED television market, Anaogic Tech come up with new products:

- LED Driver Chipset with integrated Boost converter for Direct/Matrix Backlighting
- Dedicated LED Driver for Direct/Matrix Backlighting
- Dedicated LED Driver for Edge Backlighting
- DC/DC Boost Controller

These devices utilize Analogic Tech's Multiple Chip Voltage Feedback technique that ensures the proper LED supply voltage is simultaneously regulated across up to 16 chipsets allowing precise control of up to 2560 LED's for direct or dynamic backlighting solutions.

Characters: 2.033 (with spaces)

About Atlantik Elektronik GmbH

Atlantik Elektronik is a company of the Atlantik Networxx Group. The company is marketer and design-in-specialist of innovative semiconductors and semiconductor solutions, specifically for High-End-Markets, and also provides engineering solutions and production capacities to customers. Atlantik is a trendscout for new developments and new technologies. The competences and the product portfolio of the company are in the field of Embedded Microcontroller, Wireless, Connectivity, Infotainment and System Solutions.

Contact: Atlantik Elektronik GmbH • Pressoffice • Fraunhoferstr. 11a
82152 Planegg • Phone. 089 89 505-127 • Fax. 089 89 505-4127
<mailto:info@atxx.de>