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Arctic Silicon Devices Introduces Industry's Lowest Power Analog-to-Digital Converter Family.

Only one year after startup, the Norwegian-based analog chip company Arctic Silicon Devices, ASD, today announced a new set of analog-to-digital converters, the *SNOWFLAKE* family, which outcompetes market leaders by offering several times lower power dissipation at better or even performance.

"The *SNOWFLAKE* family starts a new era in ultra low power ADC products", says Øystein Moldsvor, CTO with ASD. The company has developed a design technique where a physical optimum is found for biasing any given analog configuration. Combined with the company's proprietary pipeline architecture, the result is the market's most power efficient converters. "With the *SNOWFLAKE* family we prove that this architecture is superior to any other when it comes to the power/performance ratio. I am proud of our team and their achievement", Moldsvor continues.

The company has worked closely with leading OEMs when defining the new products, targeting portable industrial markets like medical and instrumentation."Low power dissipation is the most valued criteria in portable applications, and with the *SNOWFLAKE* family we aim to take a decent share of the market in these applications", Moldsvor says. In addition to portable devices, low power dissipation ICs have become a growing trend in digital consumer devices due to energy conservation."Several public bodies have already started programs to conserve energy in such devices, like the 1W initiative in US. We will be the natural choice for ADCs in these applications", Moldsvor states.

The ASD0501, an ADC sampling at max 80 MSPS, delivers a noise performance of 72.4 dB SNR at only 60 mW of power dissipation. "This power dissipation is several times lower than competitors' 12 bit products and even with better performance", Moldsvor concludes. "In fact, with 13 available output bits, ASD0501, and its dual sibling ASD0500, compete well with 14-bits ADCs in the market, allowing us to denote these two converters as 13-bit devices."

The *SNOWFLAKE* family consists of the following products*:*

ASD0500: 13/12 bit dual channel 15-80 MSPS ADC, power dissipation from 30-102 mW
ASD0501: 13/12 bit single channel 15-80 MSPS ADC, power dissipation from 19-60 mW
ASD0400: 10 bit dual channel 15-80 MSPS ADC, power dissipation from 24-78 mW
ASD0401: 10 bit single channel 15-80 MSPS ADC, power dissipation from 15-46 mW

For the dual versions, samples and evaluation boards are now available, and mass production parts can be ordered from mid of November. For the single versions, samples and evaluation boards will be available in February, and mass production will start in March.

Arctic Silicon Devices AS (ASD) is a fabless semiconductor company based in Trondheim, Norway, that develops and sells mixed mode front end chip solutions. The company aims to become the preferred partner for leading companies within high performance applications by providing state-of-the-art front end ICs like data converter standard products or

Application Specific Standard Products (ASSPs) based on data converter cores. The ASD value proposition is the combination of ultra low power dissipation, ease of use, and cost efficiency, while maintaining state-of-the-art performance.

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