



What kinds of Circuit Design Approaches Make Sense?

Digital Integrated Circuits:

- Silicon process approaches are mature, competitive, and optimized
- Little opportunity for impact

Cross-Process Circuits:

- Input, Output Stages have different fabrication processes
- Resulting cost in entrenched Silicon processes is high
- Example: MEMs Driver
 - 0-5V Input; 50-100V Output
 - 10-50X cost reduction.

Complementary Designs:

- ZERO Standby Power
- P, N Materials Available
- Outside Industry R&D Focus
- Example: "Brighter" LED Drivers

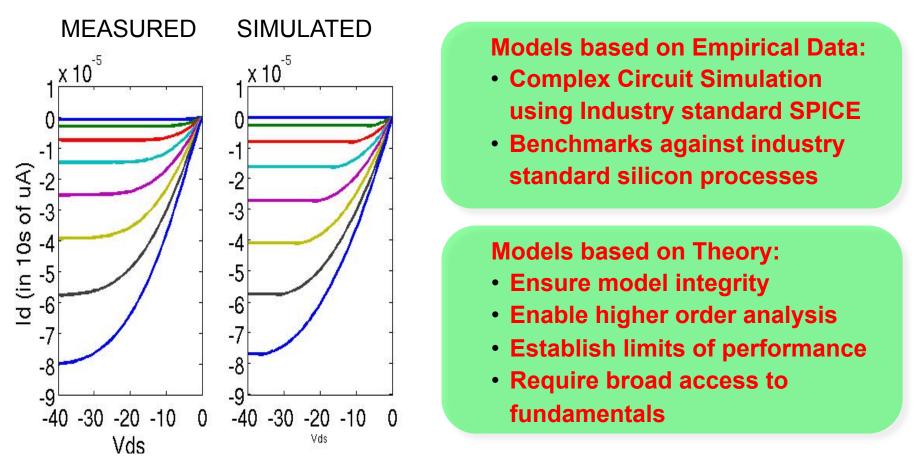
Short Lifecycle Products:

- Small volume or interim solutions
- Bridge market entry opportunity
- Examples
 - Research prototypes
 - Applications awaiting a process





The importance of Modeling

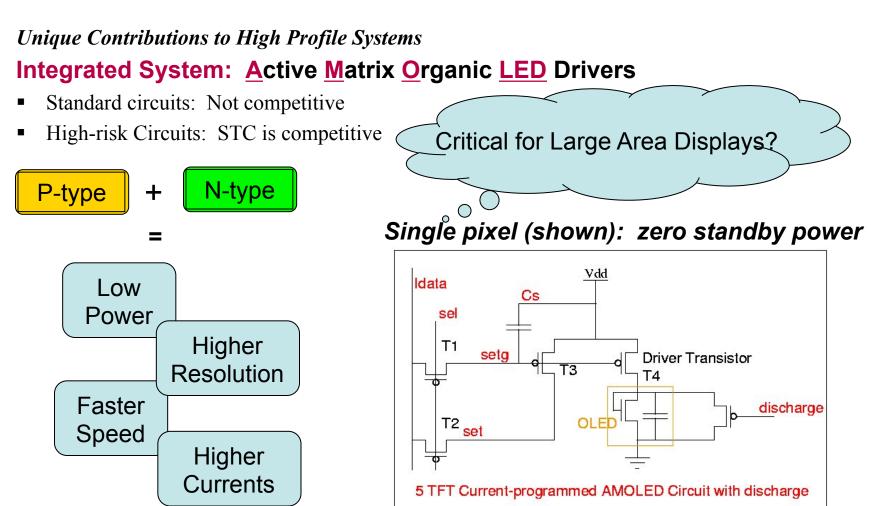


First generation of models are traditionally generated in academics and form a Vital platform for expansion of the technology.

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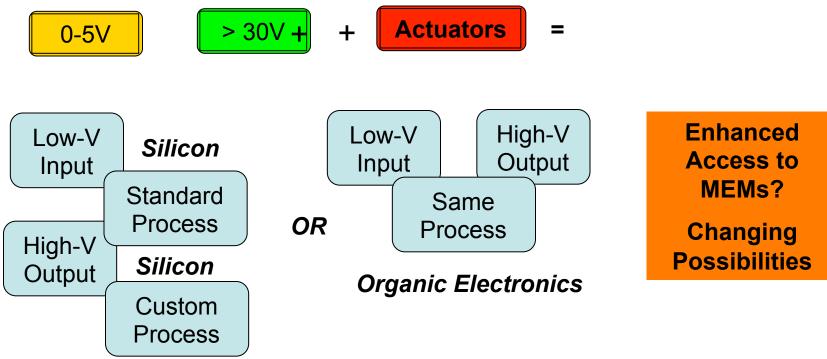
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Unique Contributions to Low/Moderate Volume Markets Integrated System: <u>MEMs (actuator)</u> Drivers

- Existing Technology: Cross-Process Silicon
- Contribution: 1-50X reduction in cost



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Facilitating Technology: (for) Chemical and Bioloigical Sensors

Electrochemical Sensors: Light-Addressable Potentiometric Sensor

