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### **SUPERTEX ANNOUNCES FIRST INDUCTORLESS EL BACKLIGHT DRIVER IC**

*HV850 requires No external components; Offers a profile height of less than 1mm*

*SUNNYVALE, Calif., January 21, 2004* – Supertex, Inc. (NASDAQ: SUPX) today introduced HV850, the industry's first inductorless electroluminescent (EL) lamp driver integrated circuit (IC). This high voltage IC is designed to drive up to a 2.0 square inch EL lamp, equivalent to approximately a 4.5nF load. It provides a low cost, small circuit solution in an extremely low profile solution.

This unique and multi-function EL driver requires no external components if an external clock is provided or otherwise a single resistor to set the EL frequency, thus saves valuable board space in handheld backlighting applications in keypads and displays for cell phones, transceivers, MP3 players, watches, pagers, measuring instruments and gauges. HV850 converts a low voltage DC input to a high voltage AC output across an EL lamp by using a patented charge pump scheme to increase the input voltage. This eliminates the need for an external inductor and sometimes also an external diode and high voltage capacitor commonly found in conventional topologies.

“HV850 is a new type of EL driver designed to power EL lamps for compact handheld devices, requiring a profile height of less than 1mm. It's a most attractive solution for very low cell current consumption applications,” states Brian Hedayati, Director of Marketing at Supertex. “In these types of applications it is essential to extend the life of non-rechargeable cells and still provide sufficient backlight intensity.”

HV850 converts a 3 to 4.2 volt input to 70 volts and the output section provides a peak-to-peak voltage of 140 volts AC. Other features include a turn-off delay time capability suitable for applications that require a momentary enable function, an output voltage regulation that provides uniform brightness over input voltage range and a slow rising output waveform that minimizes the audible noise of the lamp.

The HV850MG is available in an 8-pin MSOP package. Samples are available from stock. Lead-time for production quantities is 6 weeks ARO. Pricing is US\$0.99 each in 1K quantities.

**About Supertex**

Supertex, Inc. is a publicly held mixed signal semiconductor manufacturer, focused in high voltage interface products for use in the telecommunications, networking systems, flat panel displays, medical and industrial electronics industries. Supertex product, corporate and financial information is readily available at [www.supertex.com](http://www.supertex.com).