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SUPERTEX ANNOUNCES FIRST TRIPLE EL BACKLIGHT DRIVER IC WITH VARIABLE BRIGHTNESS CONTROL

*HV858 features 1.8V to 6.5 Input Voltage Range
in Small 10-pin MSOP and DFN packages*

SUNNYVALE, Calif., December 15, 2004 – Supertex, Inc. (NASDAQ: SUPX) today introduced HV858, the industry's first high voltage, triple electroluminescent (EL) lamp driver integrated circuit (IC) designed to drive three separate EL lamps of up to 3 in² (1 in² each). Each of these three EL lamps may be independently controlled to have one of seven brightness levels at constant efficiency or can be turned off completely by a 10-bit serial data input. HV858 is available in small 10-pin MSOP and DFN packages that provide valuable space-saving board area.

HV858 converts a 1.8 to 6.5 volt input to 95 volts and the output section provides a peak-to-peak voltage of 190 volts AC. It is a highly flexible solution providing dimming control at seven brightness levels for applications requiring variable lighting. Additionally, it features a 150nA shutdown current mode that minimizes battery usage in stand-by mode to prolong battery life. Other features include a split supply capability that improves converter efficiency by avoiding double conversion, an output voltage regulation that provides uniform brightness over input voltage range, burst mode power converter for best efficiency and a slow rising output waveform that minimizes the audible noise of the lamp. It uses a single inductor for driving the three lamps, thus saving valuable board space in handheld backlighting applications such as keypads and displays for cell phones, and MP3 players.

“We are fully committed to the EL driver marketplace and are continually finding new EL backlighting applications”, states Ahmed Masood, Director of Marketing at Supertex. “HV858 is a unique triple EL driver designed to power EL lamps for compact handheld applications requiring variable backlighting brightness.”

The HV858MG is available in “Green” 10-pin MSOP and DFN packages. Samples are available from stock. Lead-time for production quantities is 6 weeks ARO. Pricing is US\$1.36 each in 1K quantities for the standard package.

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.