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## **NEW EL DRIVER FROM SUPERTEX REDUCES CIRCUIT COMPLEXITY**

*High Voltage, Low Noise HV853 Eliminates the Need For An External Inductor*

**SUNNYVALE, Calif., April 12, 2007**– Supertex (NasdaqGS: SUPX), a recognized leader in high voltage analog and mixed signal integrated circuits (ICs), today introduced the HV853, a new high voltage, low noise, inductorless, electroluminescent (EL) lamp driver IC. It requires no external components when the external clock frequency is used for the lamp frequency. The IC is targeted for applications that utilize small EL lamps in a tight space constraint, such as in cellular phones, luminescent watches and MP3 players.

The HV853 utilizes a patented charge pump scheme to eliminate the need for an external inductor, a diode, and a high voltage capacitor commonly found in conventional EL lamp driving topologies. The IC drives EL lamps of up to 1.5 square inches with capacitive values up to 5.3nF. The peak-to-peak output voltage of the IC is 160V from an input of 3.2V to 5.0V.

“The introduction of the HV853 exemplifies Supertex’s strength and expertise in designing and producing highly efficient EL lamp drivers,” states Ahmed Masood, Vice President of Marketing for Supertex. “The HV853 reduces peak currents via its charge pump circuitry, which minimizes EMI, thus making it ideal for use in noise sensitive applications such as cellular phones and other wireless devices.”

The HV853 is available in MSOP-8 (HV853MG-G) and DFN-10 (HV853K7-G) packages. All parts are Green and RoHS compliant. Samples are available from stock. Lead-time for production quantities is 4-6 weeks ARO. Pricing is US\$1.14 each for the HV853MG-G and US\$1.16 each for the HV853K7-G, both in 1K quantities.

**About Supertex**

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

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