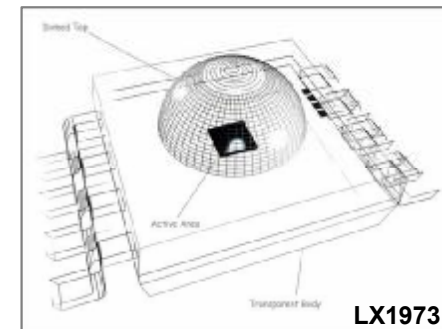
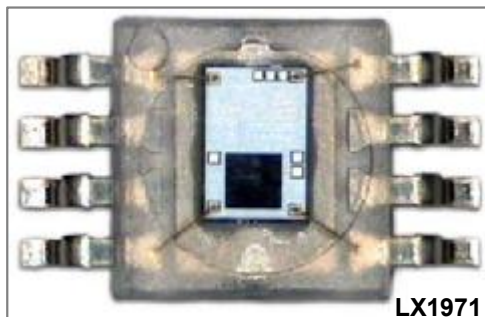
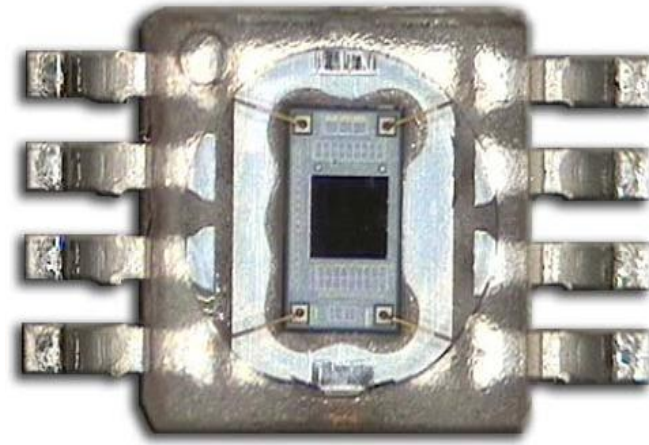
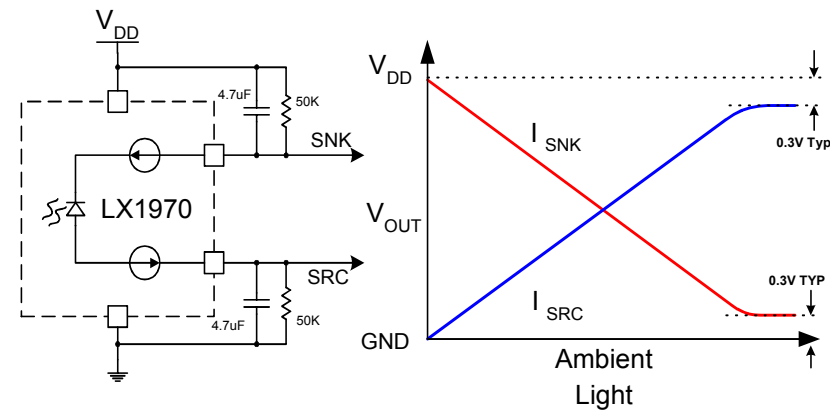


Light Sensors



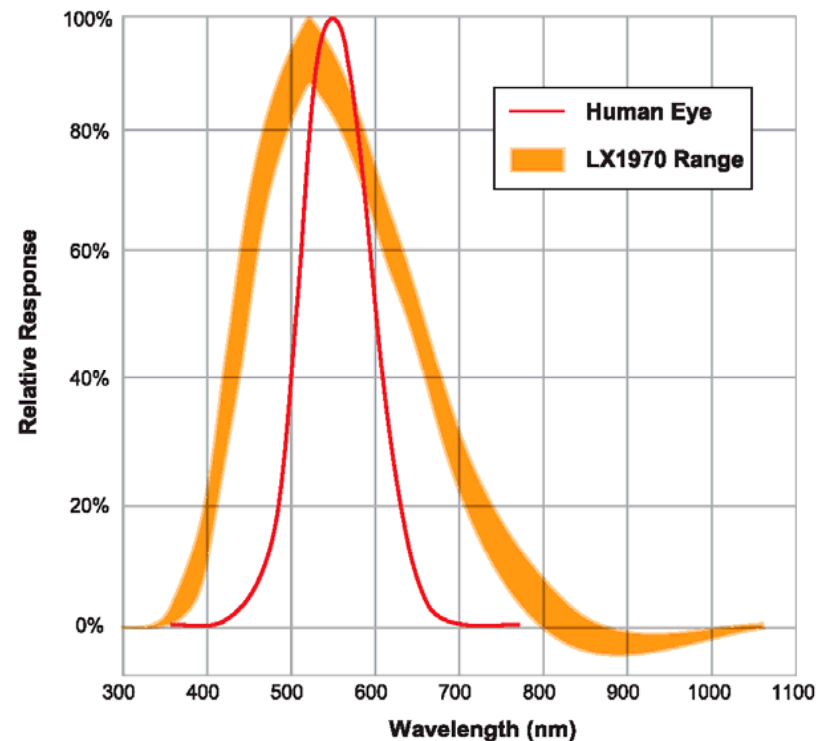
LX1970

- World's Best Ambient Light Sensor
- Available Now
- Easiest Implementation
- Lowest Cost
 - The LX1970 Is Not A Phototransistor!!
- Current Source Outputs
- Will Alter Any Brightness Adjustment Signal For Any Application
- Smallest PCB Area Implementation

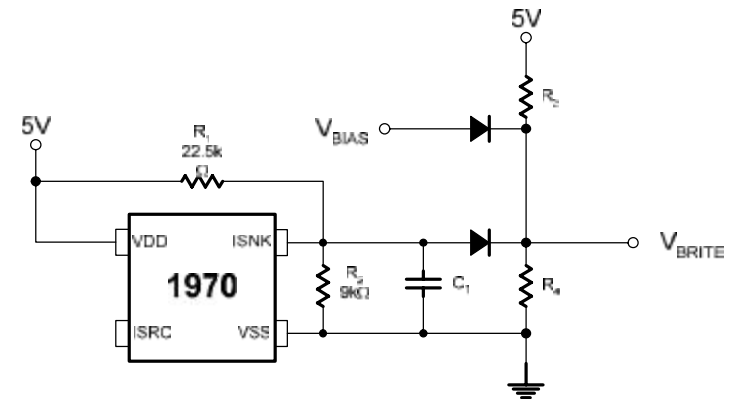
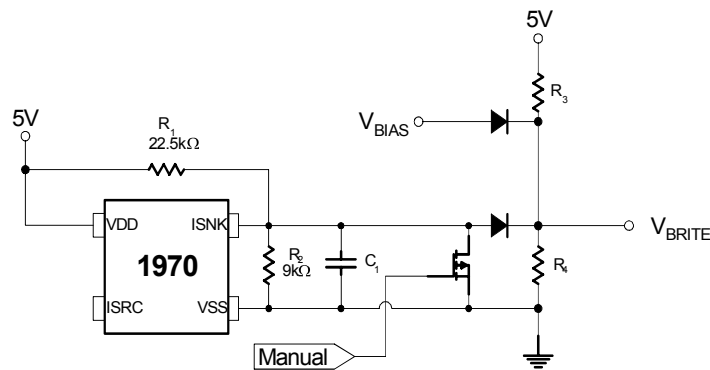
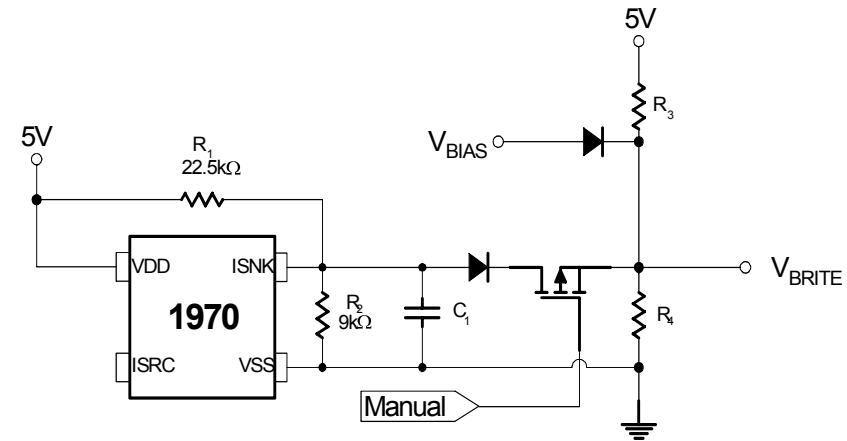
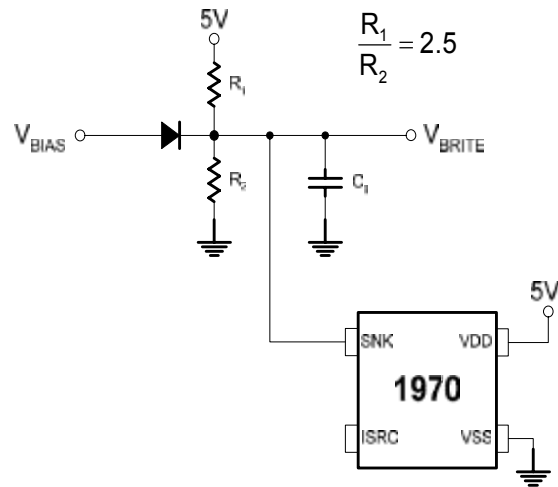


LX1970

- Human Eye Response
 - Eliminates interference from UV and IR Sources
 - IR sources can be IRDA, Heat, security alarms.
 - UV sources are typically fluorescent lights.
 - The sun has the whole spectrum.

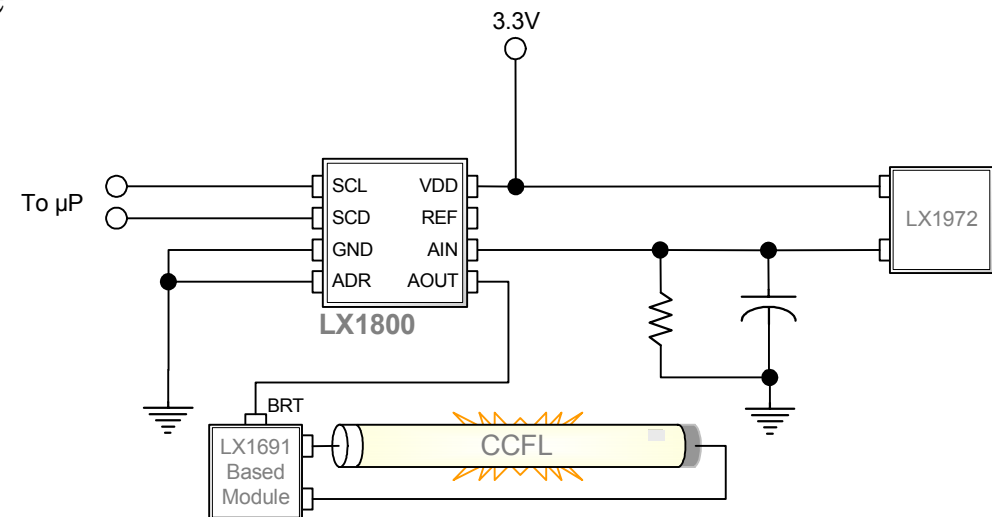


Analog Interface Applications



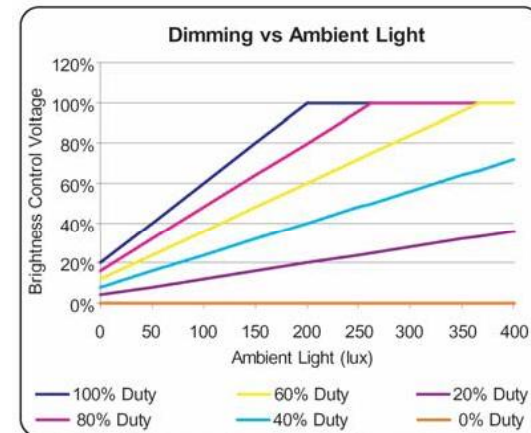
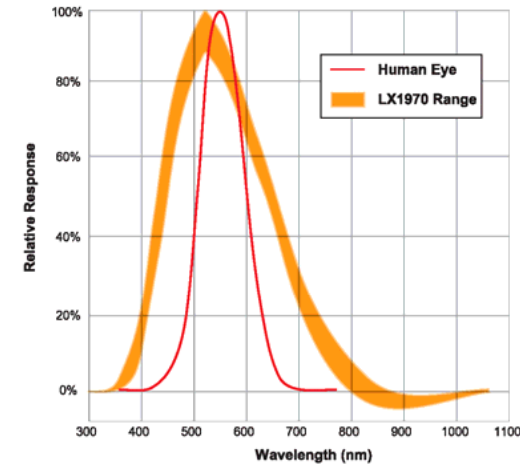
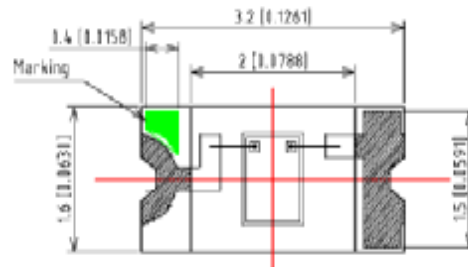
LX1800 – Digital Interface

- FEATURES
 - 8 bit accuracy
 - ADC and DAC in one package
 - Fully compliant to standard SMBus
 - Bus controllable Sleep mode
 - Optional external reference
- APPLICATIONS
 - Processor controlled dimming
 - VID control interface
 - Digital regulator control
 - Audio volume control



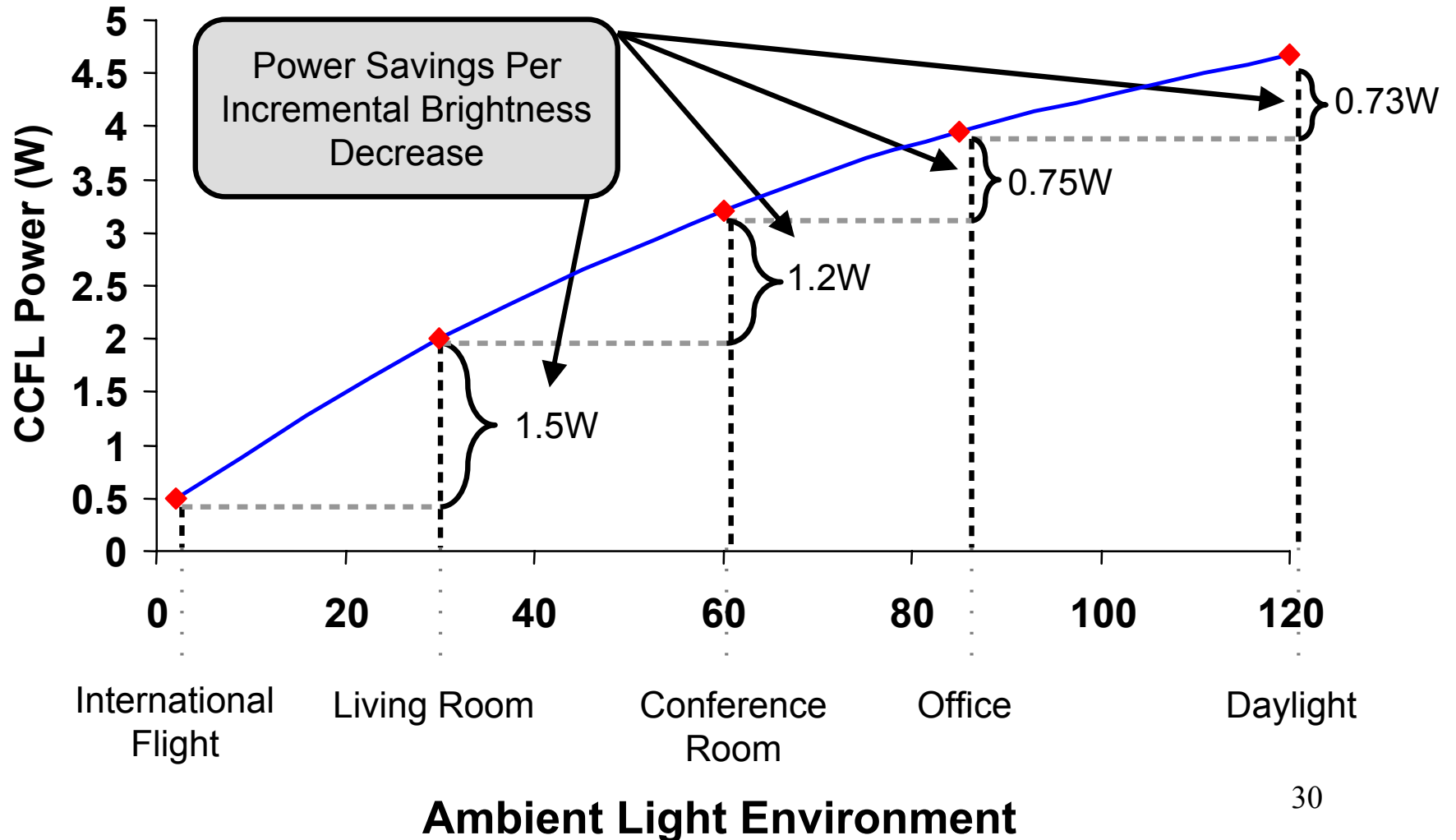
LX1972

- Key Features
 - 1206 Package
 - Two-pin
 - Same Spectral Response In a much smaller package– No UV/IR
 - Still integrates the gain amplifier
 - Cost competitive with a traditional silicon photodiode
 - Total Power used is 600 μ W Max
- Applications
 - Cell phone
 - DSC
 - PDA
 - Notebook

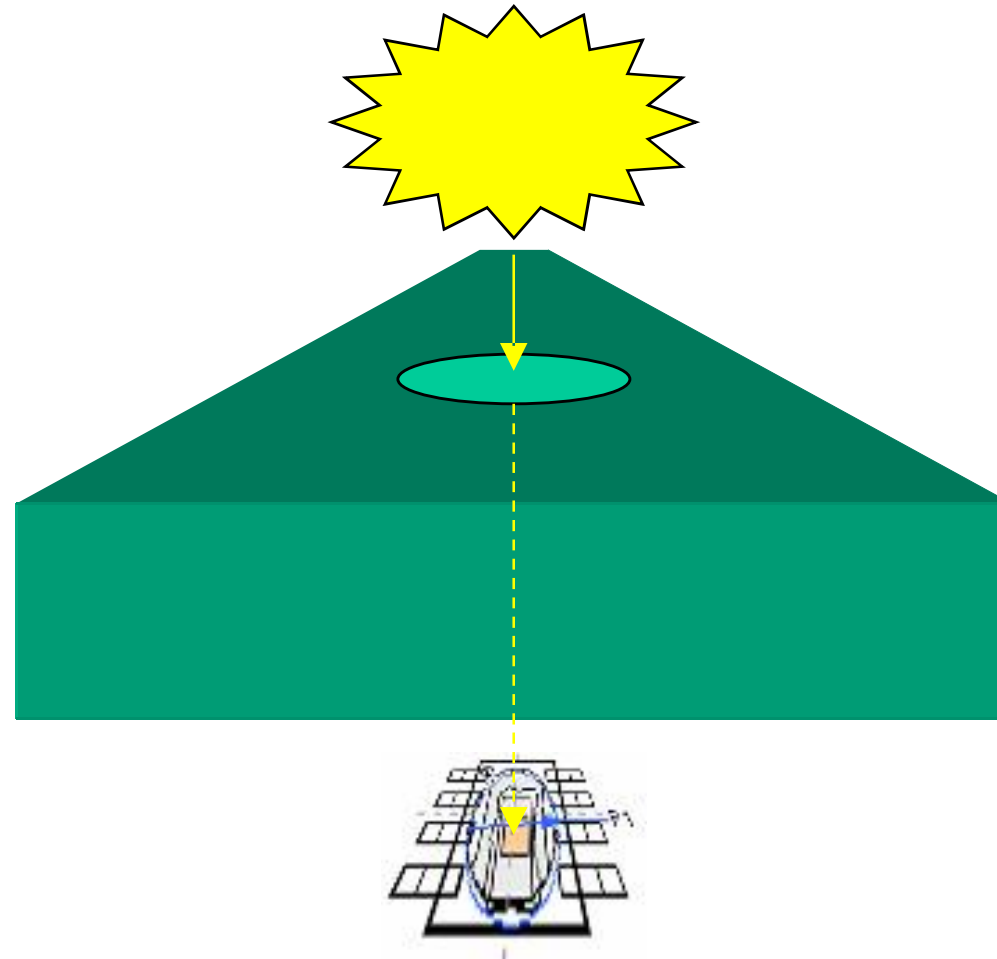


GRAPH 1 – CLOSED LOOP DIMMING SYSTEM RESPONSE

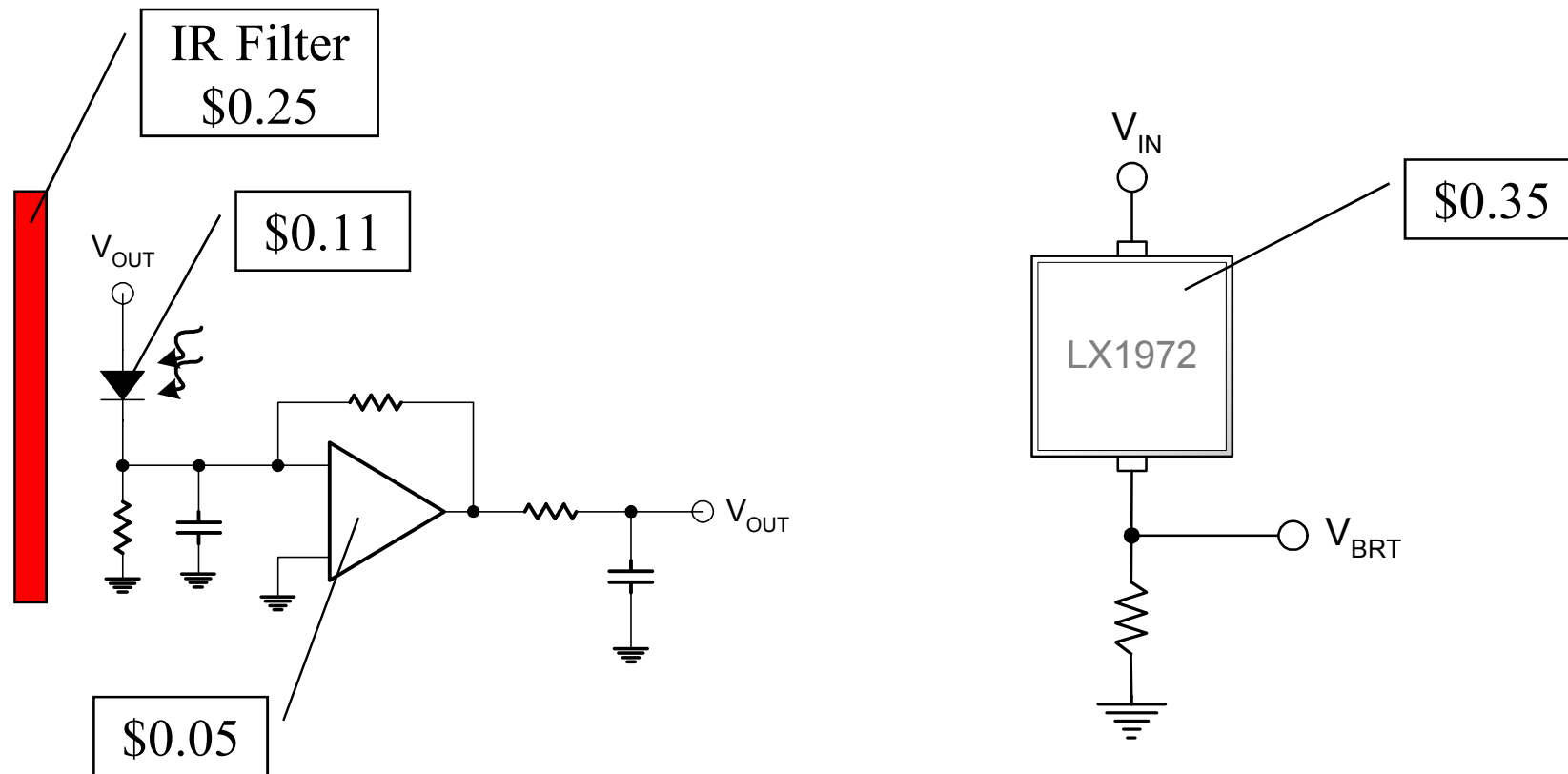
Ambient Brightness vs. Power



Characterizing Response



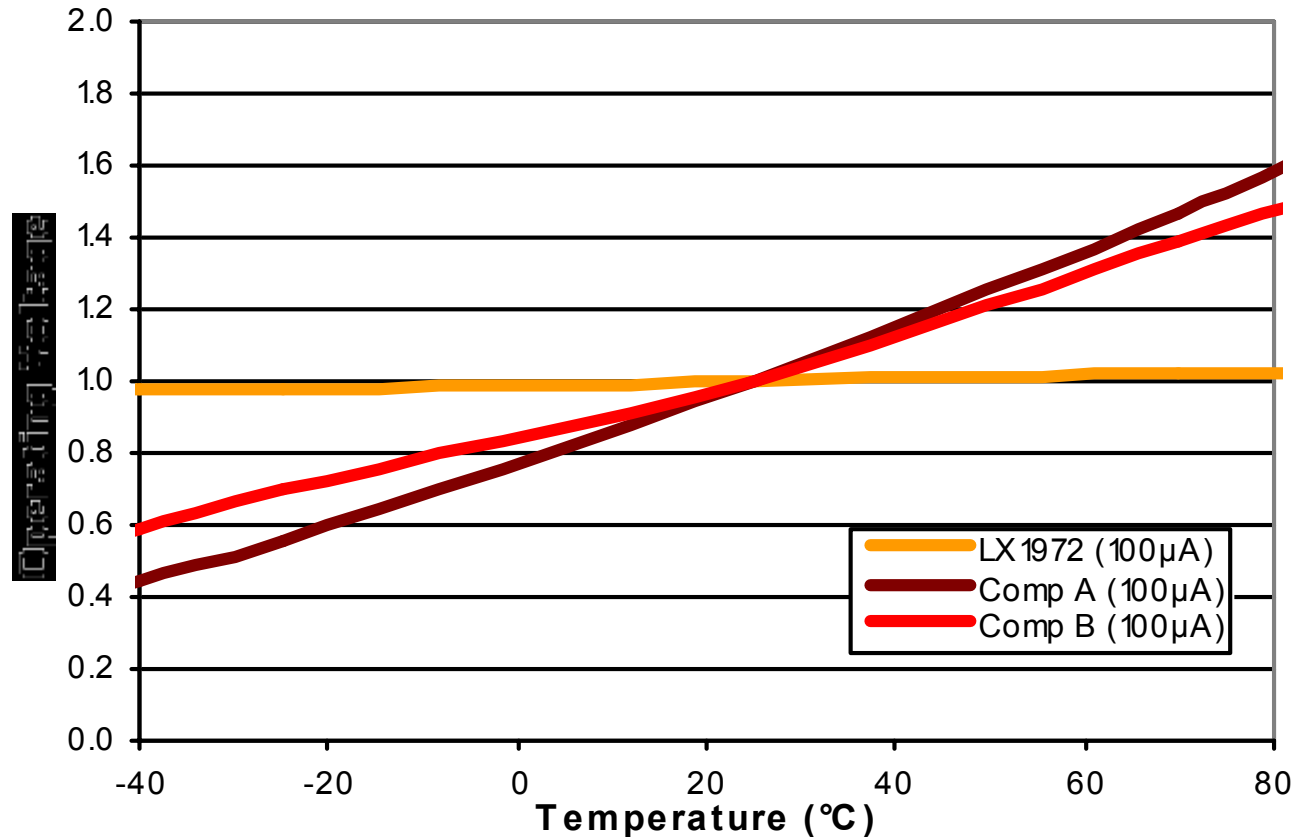
Why Use MSCC's Sensor?



Integration/System Cost

\$0.41 vs \$0.35

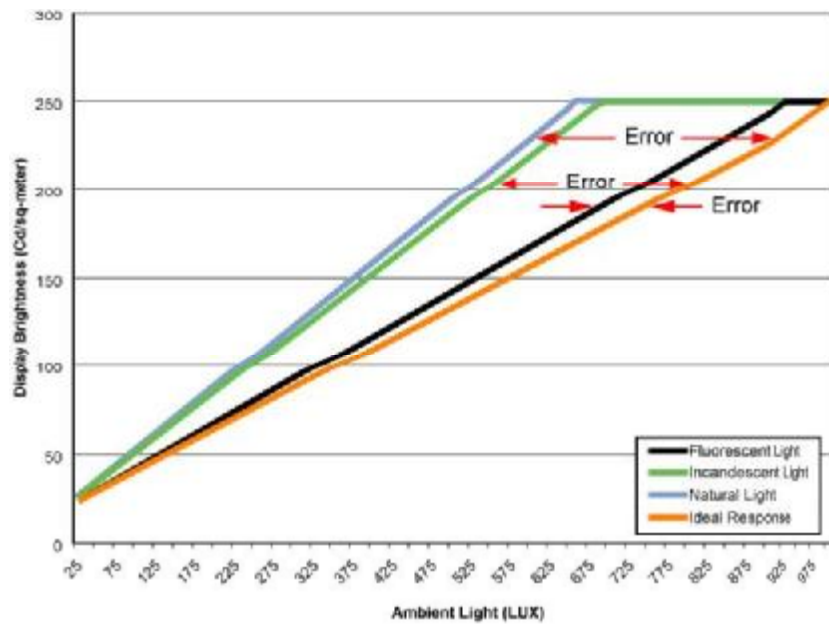
Why Use MSCC's Sensor?



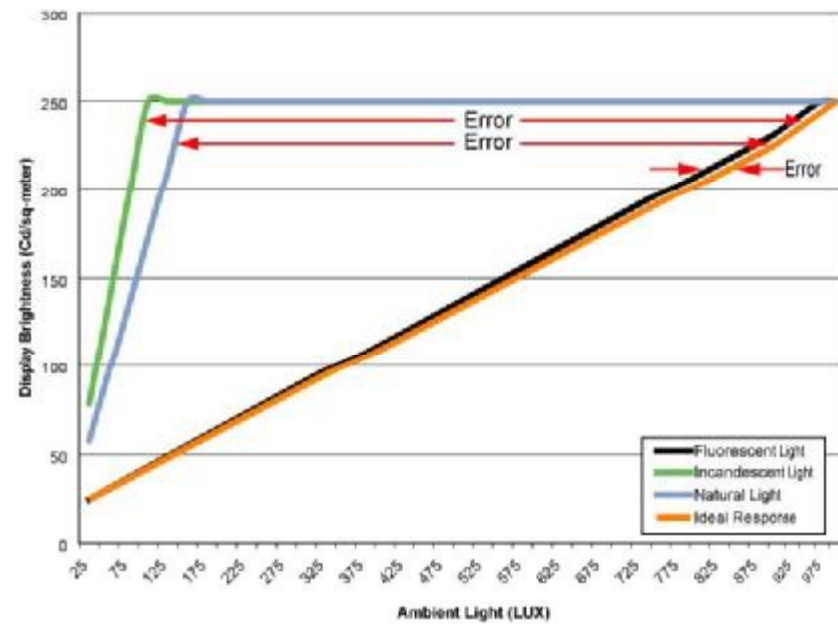
Reliable Temperature Performance

Why Use MSCC's Sensor?

Microsemi Solution



Competitor Solution



Reliable Spectral Performance



The Position – Light Sensors

- No UV/IR external filter needed
- Integrates two photodiodes and gain amplifier (Op Amp)
 - Not a photodiode
- Smallest package offered for integrated light sensor
- Integrates easily with MSCC LED drivers or CCFL inverters
- Saves significant power in the application
- Why not? Cool feature that consumers want.
- Very easy to design with