Tiny on the outside...

When Ericsson was designing their smallest and lightest mobile phone – the credit card-sized Ericsson T66 – they needed a mixed signal solution that would give them the most features with the smallest footprint. They needed the National GSM chipset. Our team combined a super-efficient triple band radio receiver with sophisticated power management and integrated analog, mixed signal, and digital services. We drive the LCD, we process the web pages and text messages, we help its batteries last, and we make its games more fun. Each and every day, our world-class design and support centers help our customers continue to build products that are on the cutting-edge. Or past it.

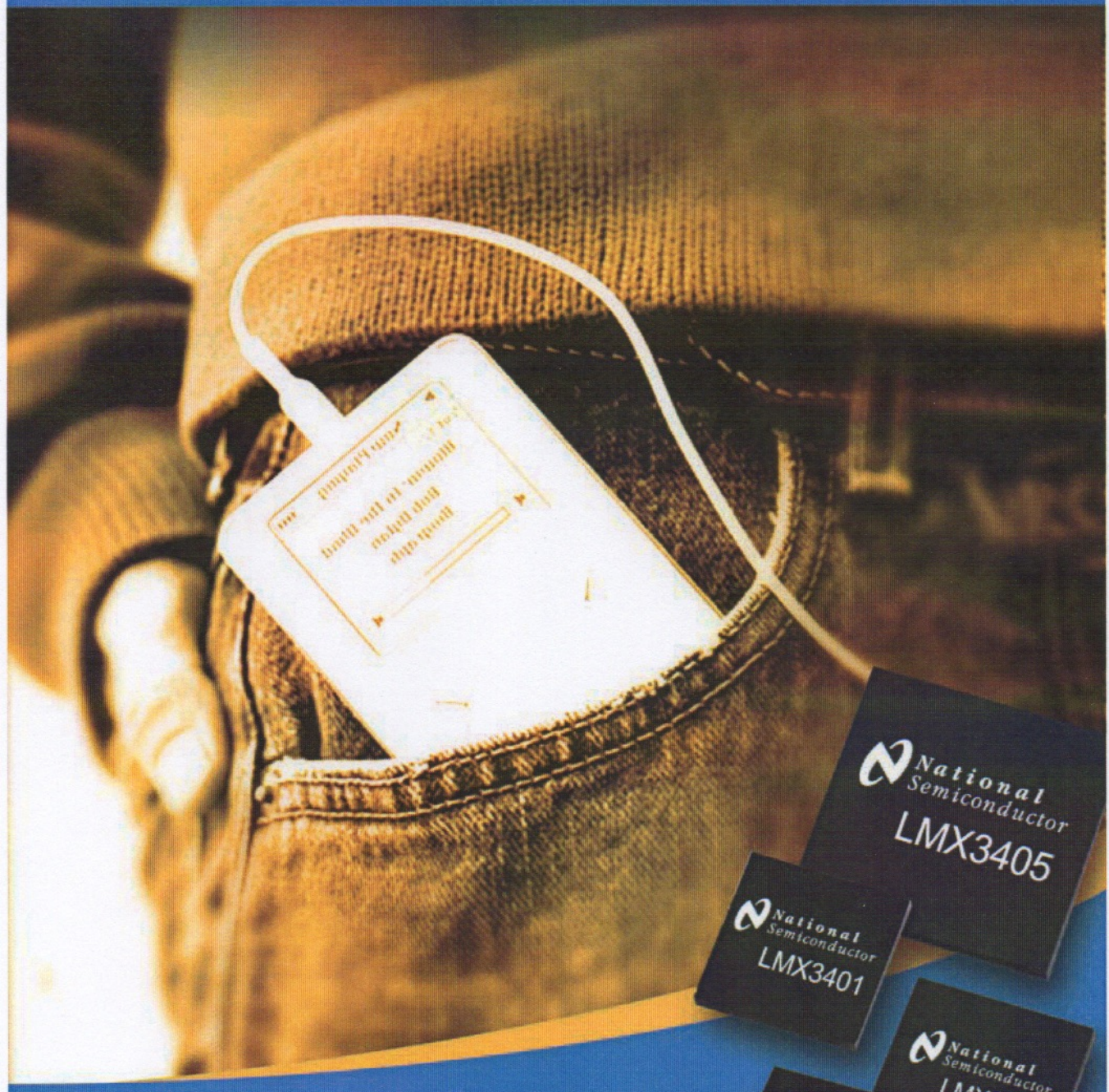
ebank™

National makes it huge on the inside.

National Semiconductor

The Sight & Sound of Information

Tiny on the outside...



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Is a More Powerful, Lower-Power TFT Display a Contradiction?

Not if the National team has anything to say about it.

Consumers are demanding brighter, faster, and more colorful displays but don't want to pay more or use more power. Some people say challenges like these are too tough to overcome.

Just don't tell our employees that.

National – working with Samsung Electronics – made it happen by developing a new breed of integrated, now industry standard, analog circuits for these TFT displays. National's LVDS (low-voltage differential signaling) chipset provides high speed 5.38 Gbps data transfer, in a low power, low noise, low cost package. In fact, the Samsung flat panel displays in a majority of today's mobile phones, automotive navigation systems, PDAs, laptops, and LCD desktop monitors are based on National know how.

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