



## Press Release

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## Maxim Wins European Smart Metering Technology of the Year 2012 Award

*Judges: Maxim's Newport reference platform makes significant advancements in smart metering technology*

SUNNYVALE, CA – February 8, 2012 – Maxim Integrated Products, Inc. (NASDAQ: MXIM) has won the European Smart Metering Technology of the Year 2012 Award for its latest [smart meter reference platform, Newport](#). Judges sought to honor a company that put forward a product that will drive the industry forward, using innovation to make significant advancements in smart metering technology.



Integrating the latest in metrology, security, and powerline communications ([G3-PLC](#)) technology, Maxim's Newport reference platform gives utilities a versatile way to evaluate smart grid technology, and gives manufacturers an easy-to-use smart-meter design to accelerate time to market.

Judges noted Maxim's Newport reference platform "aids in accelerating time to market for the smart meters to which it is applied, dramatically reducing the costs of smart metering, while also maintaining security and dependability. (Maxim) has created a product that can really help to move the industry forward by helping to create more cost-effective smart meters."

Roger Westberg, Maxim's Senior Manager of the Energy Market Segment for Europe, said, "This is well-deserved recognition for our Newport reference platform. Our new technologies, reference platforms, and solutions provide smarter energy applications, from power-grid infrastructure to smart meters and smart plugs for home appliances."

In April 2011, a small team of dedicated engineers was assembled from the broadest segments of Maxim, including the now fully integrated Teridian Semiconductor, which Maxim acquired in 2010. The team had four objectives: create a ground-breaking smart meter design; implement the best features of each product, while designing out the rest; find the best vendors, regardless of competitive situations; and create a smart meter capable of metering energy in any country in the world.

The European Smart Metering Awards, held in conjunction with the Smart Metering U.K. and Europe Summit, recognize achievements and innovation from utilities and solution providers in European smart metering, and reward those that play a defining role in moving the industry forward.

### **About Maxim**

Maxim makes highly integrated analog and mixed-signal semiconductors. Maxim reported revenue of approximately \$2.5 billion for fiscal 2011. For more information, go to [www.Maxim-ic.com](http://www.Maxim-ic.com).