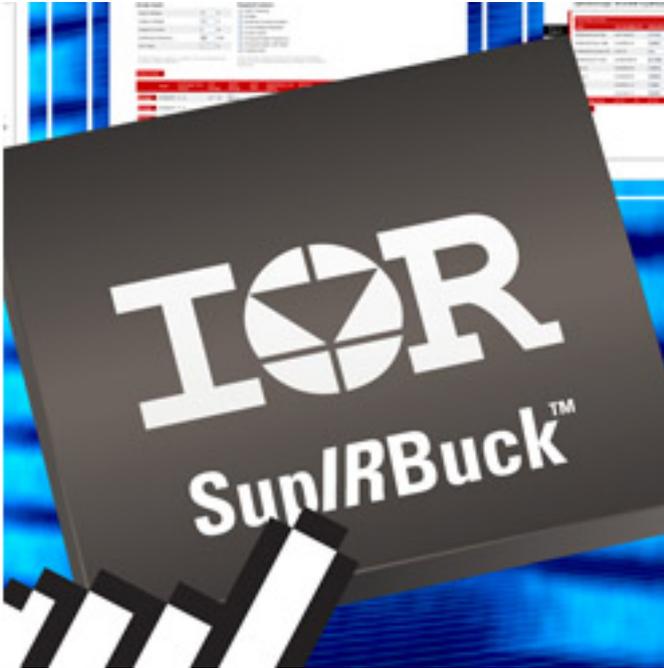


Online Tool Simplifies POL Design



International Rectifier (IR) today announced the availability of a new online design tool that enables electrical and thermal simulation and design optimization for the SupIRBuck family of integrated point-of-load voltage regulators.

The user friendly, interactive, web-based tool available at <http://mypower.irf.com/SupIRBuck> enables the rapid selection and simulation of selected SupIRBuck products. Based on a designer's given input and output parameters, the SupIRBuck online tool selects suitable devices for a given application. Once basic requirements are entered, the tool allows the user to capture schematics, create a reference design along with associated Bill of Materials (BOM), view waveforms, and perform complex thermal and application analysis quickly and easily to dramatically accelerate development time.

"In addition to continuously improving and expanding the SupIRBuck product line in accordance and ahead of market trends and customer needs, we are committed to providing best-in-class design support to our rapidly expanding customer base. The launch of the new online design tool will further establish SupIRBuck as the primary choice for performance, size and cost optimized power management designs for a broad range of embedded POL applications," said Goran Stojcic, executive director, POL group, IR's Enterprise Power Business Unit.

The tool is designed and engineered to assist a variety of designers, from power experts to digital specialists with limited exposure to analog design. SupIRBuck devices featured in the tool cover the initial load currents up to 12A, up to 21V input voltage and output voltages as low as 0.7V, and are supported by standard and customizable demo kits, reference designs, datasheets, and electrical, mechanical and application notes - all available at International Rectifier's website at

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www.irf.com. In addition, the featured devices are also supported by readily available samples and some of the shortest lead times in the industry.

IR's SupIRBuck voltage regulators integrate IR's high performance synchronous buck control ICs and benchmark HEXFET trench technology MOSFETs in a compact 5mm by 6mm Power QFN package, shrinking the silicon footprint compared to discrete solutions, and offering between 8 to 10 percent higher full-load efficiency than competing monolithic ICs.

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