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FOR IMMEDIATE RELEASE

## **Sensor Platforms, Inc. Introduces the SSP1492 Sensor Signal Processor Chip**

**Generic signal conditioning and processing is now available for virtually any sensor with a minimum of external components**

SANTA ROSA, CA, January 17, 2005 – Sensor Platforms, Inc., a Santa Rosa, CA-based designer, developer, and producer of integrated circuits serving the sensor industry, today announced the availability of its SSP1492 sensor signal processor, the first generation of its proprietary Universal Smart Sensor Chip™.

The SSP1492 chip enables quick-turn sensor applications by providing the technologies that both reduce the cost and time of application development and improve sensor performance. George Hsu, President and Chief Executive Officer stated, "The lack of a standard sensor application development environment has significantly restrained growth in the sensor industry. We empower our customers and make them more successful by leveraging our core competencies in processing circuitry, firmware and algorithms for sensor signal conditioning and signal processing to provide them with the products that they need to reduce their time-to-market."

Sensor types supported by the SSP1492 include: pulse, voltage, current, inductive, capacitive and resistive sensors. The device core consists of a high-speed pipelined 8051 processor running at over 14 MIPS integrated with math engines and a frequency mode data converter that has scalable dynamic range, accuracy and speed. Maximum resolution is virtually infinite with native resolution of internal registers at 16-bits and default ROM containing routines for 32-bit sensor measurements as part of the on-chip firmware.

Devices are available as 4-millimeter square bare die or in 80-pin land grid array (LGA) and micro leadframe packages (MLP). Evaluation kits are also available with a USB interface, serial EEPROM burner, and development/system analysis tools. The end user supplies the sensor and as few as three external passive components to create a smart sensor solution within a few hours for quick evaluation.

### **About Sensors Platforms**

Sensor Platforms is dedicated to being the world's *leading enabler of sensor applications*, providing low cost, high performance, "system-on-a-chip" integrated circuits ("ICs") that:

- Directly interface with most sensor elements;
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- Eliminate the cost, time, and risk associated with development of the sensor interfaces;

- Dramatically decrease unit costs of sensor application solutions; and
- Enhance sensor performance

Sensor Platforms' proprietary Universal Smart Sensor Chip™ is the only IC that can directly interface with and drive most types of sensor elements, including pulse, voltage, current, inductive, capacitive, and resistive – providing the lowest cost and highest performance available for a sensor solution.

Sensor Platforms is located at 1550 Airport Blvd., Suite 220, Santa Rosa, CA 95403. The website is located at: [www.sensorplatforms.com](http://www.sensorplatforms.com).

EDITORS NOTE: Please refer to the Sensor Platforms' website [www.sensorplatforms.com](http://www.sensorplatforms.com) for more information.

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