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OSRAM's SFH 5712 Ambient Light Sensor is named Product of the Year by Electronic Products magazine

Electronic Products magazine has named the SFH 5712 digital ambient light sensor from OSRAM Opto Semiconductors a Product of the Year for 2010. *Electronic Products* reports on important developments in products and product technology for electronics engineers, providing the latest technology news for more than 123,000 subscribers. For over 50 years, it has been a trusted source of information in the electronics engineering industry.

"Each year, the editors of *Electronic Products* select what they feel are among the most significant of the thousands of new products introduced during the year," said Managing Editor, Bryan DeLuca. "It is our way of recognizing excellence in product development."

The SFH 5712, one of only 12 products selected for *Electronic Products*' 35th annual Product of the Year awards, is a low-voltage digital ambient light sensor that converts light intensity to digital signal output capable of direct I²C interface, detecting ambient brightness in the same way the human eye does. It is the only ambient light sensor that closely matches the sensitivity of the human eye. It is also the only sensor that offers not only standard I²C data rates but also high speed rates of up to 3.4 MHz.

Electronic Products' Director of Content, Patrick Mannion, will be presenting the Product of the Year Award to OSRAM Opto Semiconductors, Inc., at a ceremony to be held later this month. The SFH 5712 and the other 2010 Product of the Year Award winners are featured in the January 2011 issue of *Electronic Products* magazine, out this week. The winning products also appear on *Electronic Products*' web site at <http://www2.electronicproducts.com/productyear.aspx> .

This is OSRAM Opto Semiconductors' second Product of the Year award. The company also won a 2007 Product of the Year Award for the OSTAR® LE UW E3B 1000-lumen Extreme High Brightness LED.



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Photo: OSRAM

ABOUT OSRAM OPTO SEMICONDUCTORS

OSRAM is part of the Industry sector of Siemens and one of the two leading lighting manufacturers in the world. Its subsidiary, OSRAM Opto Semiconductors GmbH in Regensburg (Germany), offers its customers solutions based on semiconductor technology for lighting, sensor and visualization applications. OSRAM Opto Semiconductors has production sites in Regensburg (Germany) and Penang (Malaysia). Its headquarters for North America is in Sunnyvale (USA), and for Asia in Hong Kong. OSRAM Opto Semiconductors also has sales offices throughout the world. For more information, go to www.osram-os.com.

PRESS CONTACTS:

Kate Cleveland
OSRAM Opto Semiconductors
(248) 277-8018
kate.cleveland@osram-os.com

Charles Birkhead
Macrovision, Inc.
(215) 348-1010
charles@macrovis.com
Ref # OOS-208