

## **Desert Silicon Announces Its New, Modernized Website and Corporate Look**

TEMPE, Ariz. (March 21, 2018) — Desert Silicon, Inc., a leading, global supplier of spin-on-glass (SOG) and other materials, today unveiled its new branding that includes a redesign of its logo, website and corporate materials. The rebranding effort was led by ARGUS, Strategic Communications & Design, a San Francisco-based brand design firm.

The change reflects Desert Silicon's commitment to providing innovative, customizable SOG products, strong technical support, and a deeply rooted customer-first culture.

"In the past year, Desert Silicon has made a number of important changes to our organization in order to expand our product offering and worldwide distribution capabilities," said Kent Ridgeway, founder and chief executive officer. "DSI is entering an exciting phase of growth in which new applications for our technology are rapidly emerging, and we are pleased to support them in the same tradition of innovation that has been a hallmark of our company for the past 10 years. Desert Silicon was a pioneer in new applications of spin-on-glass technology and our commitment, reflected in our new logo and corporate look, is to provide the gold standard in spin-on-glass products that meet a wide array of customer requirements. We are proud to unveil our new, modern look and we wish to thank ARGUS for their excellent work in articulating our mission statement through visually powerful designs."

Desert Silicon's new website, launched today at [www.desertsilicon.com](http://www.desertsilicon.com), features expanded information on new applications as well as an online design tool to help customers customize Desert Silicon's products to their needs.

"One of our key focus areas in creating the new website was to provide our current and prospective customers with a user-friendly tool to match their design specifications to our extensive product offering," said Dr. Phil Yin, executive vice president and general manager. "We believe that this tool will allow us to quickly respond to inquiries and better serve the needs of our customers."

### **About Spin-on-Glass**

Spin-on-glass (SOG) is a silicate-based liquid compound, primarily used by the semiconductor industry in the manufacturing of integrated circuits and discrete components. This critical electronic material component is often leveraged in the early stages of product development for semiconductor and electronic device manufacturers. Research and development labs also use SOG for the development of new or improving existing manufactured products, such as integrated circuits, solar cells, MEMS, and discrete components. Desert Silicon also manufactures aluminates, zincates and titanates.

### **About Desert Silicon, Inc.**

Desert Silicon, Inc. is a global supplier of spin-on-glass (SOG) and other materials and services used by the semiconductor, compound semiconductor, LED, solar and optics industries. Its wide breadth of superior and customized liquid dopant products, coupled with extensive technical expertise, helps customers and partners to achieve higher yields

and cost savings, positioning them with advantages for success. For more information, please visit our website at <http://www.desertsilicon.com/>.

**About ARGUS**

Since 1996, ARGUS has helped clients bring their brands to life and attract the right audiences through communication strategy, environmental design, targeted collateral and digital products. We focus primarily in the technology, pharmaceutical, real estate development and non-profit markets. For more information, contact Stephanie Wade, (415) 247-2800. <http://www.argussf.com>

Contact:

Leslie Green

Green Communications Consulting, LLC

650-312-9060

[leslie@greencommunicationsllc.com](mailto:leslie@greencommunicationsllc.com)