

2005 RFIC Plenary Session and Reception

Welcome to the 2005 RFIC Plenary session and Reception. These two events will be held Sunday evening, June 12th in the Grand Ballroom of the Long Beach Convention Center. Evening events begin at 5:30 pm with the RFIC Plenary session featuring two distinguished and prominent figures in the wireless and semiconductor industry: **Jerry D. Neal**, Co-founder and Vice President of RFMD, and **Ed Healy**, Vice President of Silicon Laboratories (see abstracts below). Following the plenary, the **RFIC Reception** begins at **7:00 pm** in the **Grand Ballroom**. This highly attended, enjoyable social event allows attendees to meet with old friends, catch-up on the latest events and interact with professionals in the wireless community. We look forward to your attendance and hope you enjoy this special evening.

Joseph Staudinger
2005 RFIC General Chair

Integration Technologies: Cellular and Beyond

Over the last decade, wireless connectivity has become a way of life. As the world's highest volume consumer electronics product, the cellular phone is a leading driver of mobility. Consumers continue to demand cell phones that feature advanced capabilities, including web access, cameras and even television tuners, which require higher data rates. To accommodate this trend, handset manufacturers are focusing on incorporating these advanced functionalities into the cell phone, and they are looking to their semiconductor suppliers to provide more highly integrated components and complete system solutions that are smaller, better performing and more cost competitive. To drive these higher levels of integration and develop more complex, complete system solutions with optimal performance, RF Micro Devices specializes in using a combination of multiple process and packaging technologies. In addition, RF Micro Devices is honing its radio expertise beyond cellular to provide handset manufacturers multiple radios, including *Bluetooth*[®], wireless LAN and GPS, all of which are forecast to populate cell phones and a proliferation of other wireless devices in the future.



Jerry D. Neal, the company's executive vice president of marketing and strategic development and co-founder, has over 30 years experience in the RF and wireless industry. After obtaining his college education at Gaston Technical Institute and North Carolina State University, Mr. Neal continued his education in the area of computer technology during his employment with Hewlett-Packard. An entrepreneur at heart, Mr. Neal founded Moisture Control Systems, which he later sold to Hancor, Inc. Before co-founding RF Micro Devices, he broadened his exposure to sales and technical business aspects at Analog Devices.

The Drive for Integration

As the handset emerges as a platform for the convergence of communications applications, the requirements for smaller, easier-to-implement components are necessary in order to make room for application processors, display requirements and memory chips. Fully-integrated, mixed-signal ICs that offer high performance, flexibility and ease-of-use will continue to dominate the cellular handset market. Monolithic RF ICs in CMOS will enable the technology leap required to meet the challenging integration and cost savings goals of handset manufacturers.

In a market ruled by the consumer, ease-of-use and continuous integration will become increasingly important to handset manufacturers who must deliver cost-effective and differentiated solutions quickly. Best-in-class components allow handset manufacturers to enjoy supply chain control and flexibility as well as faster design cycles. Semiconductor companies that succeed in the cellular market will abandon incremental levels of integration that require multiple discrettes, opting rather for revolutionary, first of a kind innovations that push the boundaries of design resulting in integrated, easy-to-use, high performance solutions.



Ed Healy has served as vice president focused on wireless products since 1998. Prior to Silicon Laboratories, Mr. Healy worked as general manager of the Magnetic Storage Division at Crystal Semiconductor/Cirrus Logic. Mr. Healy also held various senior marketing and product planning positions for Zilog, a designer and manufacturer of application specific standard products, and GEC Plessey Semiconductor. Additionally, Mr. Healy was an assistant professor of electrical engineering at the United States Military Academy after serving as an infantry officer. Mr. Healy holds a bachelor's degree in electrical engineering from the United States Military Academy, a master's degree in electrical engineering from Georgia Institute of Technology and a master's degree in management from Stanford University.