

## Looking Forward

Spring has arrived and with 2004 well under way, it appears that business is picking up. Semi Dice has been preparing for an increase in demand of bare die by using several methods to achieve satisfactory stocking levels. By working closely with customers and our suppliers, we are poised and more than ready to meet our customers requirements, no matter what the quantity may be. Semi Dice prides itself on offering low order minimums as well as supplying large production run quantities.

The insert in this issue is an informative article on "How To Buy Bare Die" that has been reprinted by special request. And, speaking of requests, future issues of the Sentinel will include FAQ's that we receive from customers now and then and will share the answers with you. Is there something about Semi Dice, or bare die that you would like to know? Just ask us!

We appreciate your comments and feedback.

Darin Minter  
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## Get Your Fair Share



There is no way around the industry trend of smaller, smarter and faster products. Our advice? Get your fair share of the bare die components that can make it happen. Think Semi Dice and Fairchild Semiconductor. Our partnership can be your answer for today's leading edge technology.

Fairchild Semiconductor's broad power portfolio features a diverse number of high performance components for managing, converting, distributing and minimizing power requirements. Fairchild is the leading global supplier of high performance semiconductor products in the power, interface, analog, mixed signal, logic and optoelectronic markets.

Fairchild recognizes the importance and special requirements involved with supporting die products. Bare die may be a small segment of their overall business – but we would never know it by the way they respond to us and support us as their distributor. They enable us to provide competitive pricing and service that can't be matched. See on page 2 under, 'What's News – FSC Award Recipient'.

Although Semi Dice has an impressive mix of Fairchild bare die products in inventory, lead times are increasing. Check your requirements today. We can supply prototyping quantities to full-scale production run volumes and can create a customized stocking plan for most any requirement. Also available are data books, short form catalogs, die geometries and CD-ROMs for assistance with your design-in challenges. Contact us today at [www.semidice.com](http://www.semidice.com) and demand your fair share of Fairchild Semiconductor bare die products. You deserve it!



## What's News



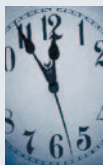
### Nancy Fitzgerald of Fairchild Semiconductor Recipient of 2003 Customer Service Award

Walter Becker, VP/Division Manager of Semi Dice Long Island Division, is pictured here presenting the Customer Service Award for 2003 to Nancy Fitzgerald of Fairchild Semiconductor. Nancy was chosen as the top performer in customer service from over 20 suppliers on our line card. She is a very deserving recipient and her actions have contributed to the success Semi Dice is having in selling Fairchild bare die products. Nancy has our hearty thanks and appreciation. Congratulations Nancy!



### Analog Devices Lifetime Buy Notice

O.K. this is it. This is the last reminder you will see in print from us about the lifetime buy for the REF01 and REF02 series. We cannot impress upon you enough about the importance of looking at your future ADI requirements. You can either place a last time order or, find out if you can



use the new replacement family of references that has been introduced. We, like everyone else, are watching our inventory levels, so we will not have large amounts of these products on the shelf. Check your buy history and call us!

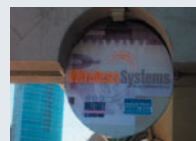


### Traveling For Business

Semi Dice continues to hit the road and has recently exhibited at the MDM Electronics Show in Anaheim, CA and the Wireless Systems and Design Conference in San Diego, CA. We were glad to have customers take the time to come by our booth and say hello.

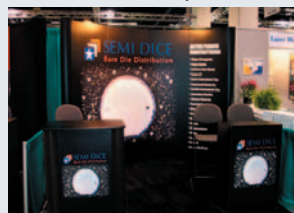


We hope to see you at the upcoming venues; the local IMAPS tabletop exhibits in Boxborough, MA on May 6, 2004, Pasadena, CA. May 11, 2004, the IEEE MTT-S Microwave Show in Fort Worth, TX on June 8-10, 2004, the KDG Packaging & Test Workshop in Napa, CA Sept. 12-13, 2004, or right in our backyard, the IMAPS 2004 in Long Beach, CA on Nov. 16-18, 2004.



### Literature Any Way You Want It

Several of our suppliers no longer have technical data books in print form as they have gone to CD-Rom format, or only take requests via their company websites. We still carry a large selection of print media; short form catalogs, selection guides, data sheets, die geometries and more. We also boast about our historical library that goes back over 25 years and contains information on hundreds of manufacturers. We can provide you with literature from any one of our suppliers, in any format you wish – all you have to do is ask. Call your local Semi Dice facility, or log on and request via the web at [www.semidice.com](http://www.semidice.com)



## Technology Corner

Semi Dice is pleased to announce the signing of a franchised distributor agreement with Vishay Electro-Films. Semi Dice will continue supplying Electro-Film's complete line of thin-film components and networks on ceramic and silicon including resistors, capacitors, inductors and microwave components. Kip Reiner, Senior Director of Precision Sales for Vishay Electro-Films states, "Vishay Electro-Films welcomes Semi Dice to our sales network. Semi Dice's reputation for excellent service in the hybrid components market place along with EFI's quality products being manufactured in their new state of the art facility will make for a great partnership."



**VISHAY ELECTRO-FILMS** is strategically positioned to fill a void left by California Micro Devices (CMD) exiting the die market and can provide a variety of discrete resistors, resistor arrays, resistor/capacitor filter networks and inductors. High quality patterned thin-film substrates are produced in volume for both the hybrid circuit and microwave industries.

Dan Cormack, COO of Semi Dice commented, "Not only does Semi Dice have the best line card in the industry, we are the only die distributor that offers both active and passive devices. The addition of Vishay Electro-Films products only enhances our position as being the most service-minded and well-respected die distributor in the industry".

Semi Dice offers convenient low order minimums, competitive pricing and 24-hour turnaround on shipment of orders. Contact your Semi Dice salesperson today to quote your EFI requirements.



**VISHAY SILICONIX** Yes, Vishay Siliconix is known for their MOSFETs, but let's not forget about their power integrated circuits and the industry's most distinguished line of analog switches and multiplexers. Power conversion for cell phones, notebook computers and the fixed telecom infrastructure is the focus of Siliconix power IC developments. The new analog switching IC's are focused on lower-voltage for limited, space-constrained applications which are ideal for hybrid applications. They are intended for use in military and aerospace applications, including battery-powered equipment and communications. Operating temperatures between -55 °C to +125 °C ensures reliable performance in rugged environments. Call us for design-in samples, competitive pricing and delivery today.

# Frequently Asked Questions (FAQ's)

We are frequently asked a variety of questions that range from wanting to know more about the history of our company, to why is bare die typically more expensive than packaged parts. We will answer those questions and others, from time to time, in future issues of the Sentinel.

Why don't you have voice mail?

Never had it, probably never will during normal working hours. We like the idea that our suppliers and customers will always talk to live people when they call Semi Dice. We believe in being readily available and responsive. Talking to a machine may have its advantages to some, although when you call us and reach our receptionist Tracey, we think you'll find that she is better than a machine or voice mail, any day of the week.

Why isn't the device I need available in die form? It's shown right here in the manufacturer's catalog?

Each P/N is not from a unique chip. The device shown in the catalog might be derived from a chip which is available under another P/N. The franchised die distributor will be able to determine what chip is used for the P/N shown and advise the guaranteed electrical parameters in die form. Some devices are not available as bare die due to low demand. The distributor can help in selecting an alternate part that is available in die form.

Why is bare die typically more expensive than the packaged parts? It doesn't even have a package around it!

The price of bare die is much more affected by the low volume and special handling of die product than the cost of the missing package. Bare dice offer substantial space savings and increased performance to circuit builders. These advantages come at a premium.

Why does it matter that your competitors offer custom packaging and build MCM's and you don't?

It matters a lot. Think about it. Why would we want to compete and possibly take business away from our own customers? The business environment is tough enough right now as it is – why make it harder for our customers? Besides, not having expensive production and test equipment keeps our overhead costs down. In turn, that enables us to offer LOWER prices to our customers. We are a pure bare die distributor and will stay that way in the foreseeable future.

## Employee of the Quarter 1<sup>st</sup> Quarter 2004

Tu Ly

*Semi Dice, Inc.  
Los Alamitos Division  
Hi Rel Division  
Facilities Aid*

Both facilities in Los Alamitos, our corporate headquarters and our Hi Rel facility are in good hands. Tu Ly's hard work and dedication made him the Employee of the Quarter for the 1<sup>st</sup> Quarter of 2004. Tu designed and made a tooling system to off-load product from tape and reel. This procedure saves time and money. By going the extra mile, Tu was recognized for his efforts here at Semi Dice.

Congratulations Tu!



## Employee of the Quarter 4<sup>th</sup> Quarter of 2003

Patti Bennett

*Semi Dice Corporate  
Accounts Receivable*

Patti works very hard in accounting, particularly on collections. She helps maintain a company goal of 73% cash collected. Her dependability and thoroughness has earned her the recognition of being selected as the Employee of the Quarter for the last quarter in 2003. Patti is viewed as a valuable asset to the company and her efforts are to be commended.

Congratulations Patti!

