



Applied Materials to Highlight Innovations for Enabling Future Electronic Devices in San Francisco This Week

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Applied Materials, Inc. will showcase its leadership and innovation for producing future generations of microchips and clean energy solutions at the **Semicon West 2010, Intersolar North America and ASMC¹** events in San Francisco this week. The company's show theme, *Turning Innovations into Industries*,^(TM) summarizes Applied's legacy and future promise. Through continuous innovations, Applied has transformed technologies into opportunities, and technical enhancements into customer and consumer benefits, helping to drive industries forward.

At Semicon West 2010, Applied Materials is announcing new semiconductor manufacturing technologies designed to enable chipmakers to support the demand for increased performance and functionality in connected mobile devices such as smart phones and tablet PCs. Applied is celebrating the 20-year success of its Endura system, the gold standard for depositing metal films to build semiconductors, with critical technology innovations on the Endura for fabricating next-generation memory and microprocessor chip designs. Applied also is unveiling a breakthrough in etch technology, already in high demand by customers, that helps shrink device features to enable higher-density, more energy efficient chips.

As new consumer products demand higher performance in a smaller space, a new type of chip packaging is emerging, termed three-dimensional integrated circuits (3D-ICs). Providing greater functionality in a smaller footprint, 3D-ICs stack multiple chips together and interconnect them using through-silicon via (TSV) structures. Applied Materials is leading the effort to advance TSV technology towards high volume manufacturing by offering a full portfolio of equipment to enable all methods of TSV production.

To highlight the company's recent activities and areas of interest in the clean energy arena, Applied technologists will discuss topics such as solar photovoltaics (PVs) and LED lighting at various show seminars. These emerging clean tech industries will require extensive innovations in manufacturing technology from companies like Applied Materials to achieve the same scaling that has driven the phenomenal cost reductions in electronic devices.

For easy, convenient access to Applied's activities this year, please visit our virtual home at Semicon/Intersolar/ASMC 2010 at <http://www.semiwestapplied.com>. This multi-media resource site links to product information, seminar schedules and other events.

Applied Materials, Inc. (Nasdaq:AMAT) is the global leader in Nanomanufacturing Technology(TM) solutions with a broad portfolio of innovative equipment, service and software products for the fabrication of semiconductor chips, flat panel displays, solar photovoltaic cells, flexible electronics and energy efficient glass. At Applied Materials, we apply Nanomanufacturing Technology to improve the way people live. Learn more at www.appliedmaterials.com.

¹ASMC = *Advanced Semiconductor Manufacturing Conference*

SOURCE: Applied Materials, Inc.

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