

Movers & Shakers of 2004

50 Companies to Watch

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Our annual list of 50 Companies to Watch is hotter than ever. Mergers, acquisitions, innovations, product development, and corporate governance have the writers and analysts of Reed Electronics abuzz about these organizations. Take a look at the companies making headlines in the electronics industry.



Central Semiconductor

CEO: Jack Radgowski
Hauppauge, NY (www.centalsemi.com)

Central Semiconductor is in the center of its field. The company was founded in 1974 by present management, and spent its first few years as a private-label manufacturer, building devices for some of the world's leading discrete semiconductor manufacturers. In 1987, Central made a substantial investment in the emerging technology of Surface Mount Devices (SMD). Today, SMD accounts for about 70% of total revenue.





A proven history of success

Since 1974, Central Semiconductor has been the go-to company for customers around the world who want innovative and reliable discrete semiconductors.



Central Semiconductor's Corporate Headquarters, Hauppauge, Long Island, New York USA

Founded by present management and still privately held, Central has been continuously profitable, and has been growing at an average rate of 12 percent per year for the last 10 years. Today, Central supplies leading edge discretes for the hottest high-tech products, from MP3 players and laptop computers to bar code scanners and cell phones. 3COM, Cisco Systems, IBM, HP, Sony and Symbol Technologies are among Central's top customers. At the same time, Central continues to manufacture older technology devices still needed by many manufacturers of products with long life cycles.

forging a niche

In the late 1970s Central recognized that there was an unfulfilled demand for trailing edge semiconductors. Manufacturers such as Motorola and Texas Instrument left a void when they began discontinuing production of germanium devices in favor of silicon. Central stepped in to fill this void and continued making germanium devices until the late 1980s. Since then, Central has remained dedicated to manufacturing other trailing edge devices in



packages such as TO-78 and TO-66 metal cans. Trailing edge devices, which account for nearly 25% of Central's total sales, allow for the extended life of older, but still useful end products, while avoiding the expense of costly redesigns.

from trailing edge to leading edge

To address the growing demand for surface mount devices (SMD), Central began to expand its product families in the 1980s. Smaller, more flexible, and more entrepreneurial than higher volume manufacturers, Central Semiconductor listens to customers' specific needs and responds with innovative designs highly sought out by design engineers. Some of Central's designs are Industry Firsts, for example: Central was the first company to manufacture a dual DMOS FET in an SOT-563 package, and is the only manufacturer of high current Current Limiting Diodes (CLD)

central today... and into the future

With its unique combination of support for trailing edge technology and innovation, Central continues to build its reputation for manufacturing the

highest-quality devices, delivered on time, with outstanding service, at reasonable prices. More than 1,500 customers know they can call on Central for standard devices and special, selected, or custom devices, with reasonable minimum orders. Solving customers' most challenging problems is the key to mutual future success. Central's Mission...complete customer satisfaction.

new device development

Facing a design problem? Central's Research and Development

Team can meet the strictest custom design requirements and get the job done quickly. For example, when a major PC manufacturer



needed a Schottky Rectifier with a package profile less than 1.0mm, Central assembled one of its chips into a SUBone™ SOD-323 package. A new standard device was born in record time.

sales and customer service

Outstanding service is one of the keys to longstanding success. Central's Sales Departments are staffed with knowledgeable



professionals focused on completely satisfying customers. Central's unique single point of contact approach eliminates the frustration often

experienced when customers are transferred from one individual to another, having to explain themselves over and over again. At Central, one sales representative coordinates each customer's inquiries, needs, and requests.

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