

Welcome to the new edition of the Ineltek NEWSLETTER. It contains news, facts and information to help you to obtain the best out of our products and services.

Our new issue contains information

Product Information November 2011

- **Atmel introduces Digital Temperature Sensor Families AT30TS750 & AT30TSE002B**
- **Atmel launches AVR XMEGA Family with Ultra-Low Power LCD Controller**
- **austriamicrosystems announces the highest performance NFC Reader IC AS3911**

Product series: AT30TSxxx

Atmel introduces Digital Temperature Sensor Families AT30TS750 & AT30TSE002B

Atmel offers these solutions as a drop-in replacement for industry-standard LM75 type devices(AT30TS750 family) as well as JEDEC standard(AT30TSE002B) compliant solutions for DDR3 DIMM modules. Atmel Digital Temperature Sensors also provide enhanced features such as EEPROM and nonvolatile registers to reduce BOM cost, improve system flexibility, ensure product reliability, and enhance safety. The Atmel expanding portfolio of digital temperature sensors can be used to address a variety of temperature monitoring needs in applications such as DDR3 DIMMs, Lithium Ion (Li-Ion) and Lithium Polymer batteries, Plasma and LCD TVs, notebook and desktop computers, workstations and servers, digital video recorders (DVRs), energy meters, industrial controls, and various medical devices.



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Product series: ATXmega B series

Atmel launches AVR XMEGA Family with Ultra-Low Power LCD Controller

Atmel will publicly announce that it is adding an LCD controller to the popular AVR® XMEGA™ microcontroller (MCU) family. The integration of an LCD controller reduces design complexity and lowers overall system cost, while providing ultra-low power consumption for applications including utility metering, home automation, climate control, industrial control, sports equipment, toys, eTokens, medical equipment, power tools, fire alarm systems, and other systems that require a user interface. The LCD controller in the AVR XMEGA B





microcontrollers supports up to 4x40 segments on the 100-pin B1 devices and up to 4x25 segments on the 64-pin B3 devices. If you do not need all the LCD segments in your application, up to 16 of the LCD pins can be used as general purpose I/O (GPIO) pins.

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Product series: AS39xx

austriamicrosystems announces the highest performance NFC Reader IC AS3911

Unterpremstaetten, Austria (October 31, 2011) – austriamicrosystems (SIX: AMS), a leading global designer and manufacturer of high-performance analog ICs, has announced the AS3911 NFC (near field communications) and HF (high frequency) reader IC. The AS3911 has unique capabilities not available in the market and enables a number of applications, including EMV (Europay MasterCard Visa) payment, access control, automotive, NFC Infrastructure, and ticketing.

With an on-chip capacitive sensor, the AS3911 reader IC requires only 5 μ A of current and can wake in the presence of a tag. This unique feature allows for the lowest current consumption in the industry. The IC also provides automatic antenna tuning to eliminate manual tuning while providing 1 W of output power, eliminating the need for an external booster circuit. This is an important feature for the 650 mW of power needed to read credit/debit cards. Competing solutions require a complex external booster circuit. The AS3911's high level of integration and exclusive antenna management means halving typical system cost.

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