Flash Based uC Workshop A2

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Sales Director Asia

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Biography- Jim Panfil

- Atmel- Sales Director Atmel Asia
  - 2004 – Present
- Atmel- Director Product Development Flash Microcontrollers
  - 1997-2004
- LSI Logic- VP Marketing Europe
  - 1990-1997
- Intel-   Marketing Director Microprocessors
  - 1978-1990

Atmel Flash uC

- Support Three Architectures
  - Legacy 8-bit 8051
  - 8-bit AVR
  - 16-32-bit ARM
- Atmel Bring Customers Solutions Three Ways
  - Building Block in ASIC Library
  - Standard Products
  - Application Specific Standard Products (ASSP)
    - Smart Cards, Motor Control, Zigbee, CAN,
    - Battery Management, Lighting Ballast

AVR Value Proposition

- Same Instruction Set across entire Family
- Code Density
- 8-100 pin Packages
- Low Leakage Process
- Zero Current 32KHz Oscillator
- On Chip Debug – Debug Wire
- One Tool Chain
    - Architecture Simulator-   AVR Studio
    - ICE-   JTAG ICE
    - C- Compiler-   GNU and Third Party Suppliers
    - In System Programmer- AVRISP
        - 128Kb in 12 Seconds

Product Portfolio

- 1KB to 256KB Flash Program Memory
  - Rich Peripheral Set and a Wide Range of
  - Operating Voltage
    - 1.8V-5.5V
  - Power Consumption
    - 1.8V Power Save Mode   4.5uA,
    - 1.8V Power Down Mode   100nA
  - Temperature Range
    - Automotive Temperature   -40C to +150C
  - Clock Frequency
    - 20MHz