

Microcontrollers

Redefine Flash uControllers

- Atmel Takes the High Ground
- Self Programming Flash Memory
- Programmable at Same Voltage as CPU
- In System Programmable
- Low Voltage Operation 1.8V


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AVR Portfolio Grew in 1999

- 8 New AVR Components
- Tiny
 - 11, 12, 15, 28
- AT90S
 - 2333, 4434
- Mega
 - 83, 163



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New AVR Tools in 1999

- 3 AVR Starter Kits
 - STK 100, 200, 300
- 3 In Circuit Emulators
 - ICE 10, 30, 200
- 3rd Party Support Improves
 - Imagecraft ICC Tiny C
 - IAR Embedded C++



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AVR Roadmap 2000

- Self Programming Flash Memory
 - Mega 85, Mega 163, Mega 32
 - 8 Channel 10 Bit A/D
 - Same 40 Pin Package
- Tiny 26
 - 20 Pin Package
- Mega 104
 - 2 UARTS, SPM
 - HW Multiply, Brown Out Protection

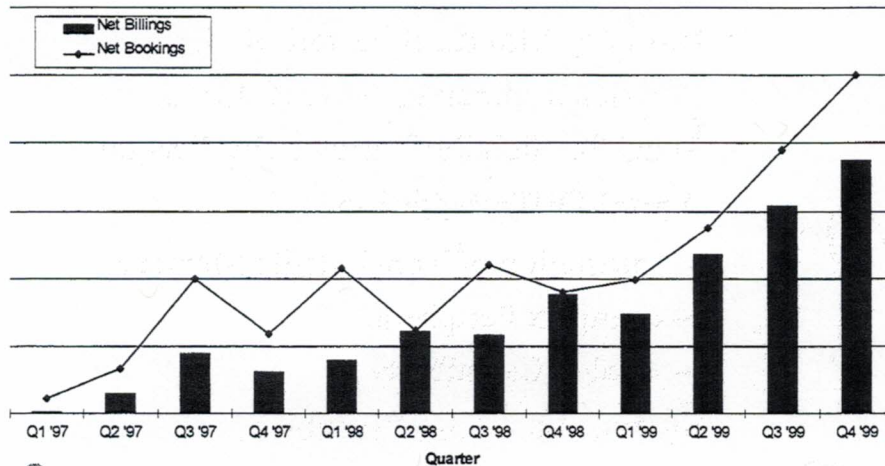


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AVR Bookings Billings Graph



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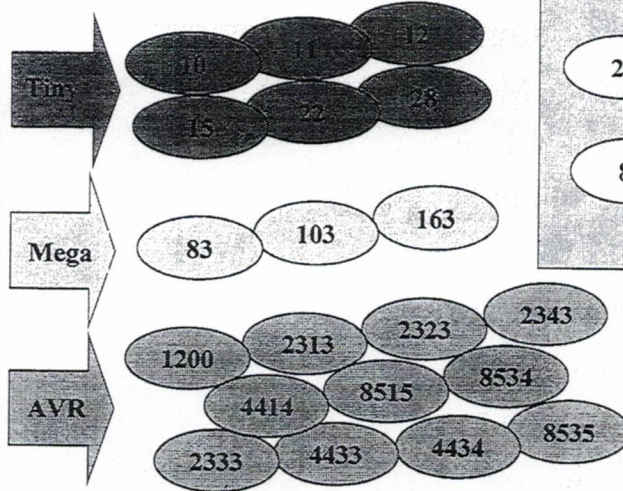
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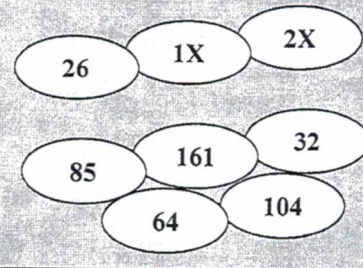
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Family Road Map

Current Products



Future Products



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Microcontrollers

ARM Thumb Strategy

- Industry Standard 32 Bit uC Core
 - Valuable Addition to ASIC Library
 - uC for High Performance Applications
- Atmel Differentiation
 - Integration of Non-Volatile Memory
 - Complex Peripherals
 - Analog Capatibility
- System on a Chip Solutions



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ARM Thumb Portfolio 1999

- M40400 First Standard Product
- M40400-1.8 1.8 Volt Version
- F40416 Flash Plus ARM
- R40807 Extended 1 Mbit SRAM
- M63200 DSP Co Processor Interface
- M43300 BGA Packaging
- M40807 On-Chip ROM



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ARM Thumb Roadmap 2000

- M40100 Low Cost Solution
- M40800 Shrink AT91M40400
- M55800 Ultra Low Power
- M42800 AT91M40800+



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