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April 2010 Global Edition
The Monthly Newsletter for Embedded Developer.com

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The New Arium LX-1000: The Fastest Debugger with Trace on the Market!
The LX-1000 is a modular emulator or designs supporting both ARM and Intel devices. The LX-1000 comes standard with 2 GBytes of trace memory (upgradable to 4 and 8 GBytes). The trace capture engine traces instructions/data at rates up to 600 MHz and is wide enough to support up to 6 lanes of serial trace packets up to 62.5 GHz. The LX-1000 represents the fastest trace port analyzer on the market, giving Anium customers a valuable investment to support future devices. Communication interfaces include USB 2.0 and 10/100/1000 Ethernet. Trigger in/out is also standard. [The Arium LX-1000 is Available Now!](#)

Prototyping with the NXP LPC1768
Microcontrollers are a solution looking for a problem, and that solution is getting impressive: lots of performance, lots of peripherals, and a price-point that opens them up to a host of new opportunities. However, the problem in exploiting these opportunities is exactly that: what is the problem? Microcontrollers are getting smaller, more powerful, lower power, and more connected, yet the prices keep coming down. This is a huge opportunity for new markets that can successfully adopt the technology. [More](#)

Atmel 8/16-bit AVR® XMEGA— Ultra Low Power
AVR XMEGA microcontrollers have the same renowned characteristics as other proven AVR devices, plus they operate from just 1.6 volt with up to 32 MIPS at 32 MHz. Memory sizes range from 16 to 384 KB of Flash and they come in 44- to 100-pin packages. Atmel picoPower is recognized as market-leading low power technology. By employing second-generation picoPower, the AVR XMEGA further extends battery life of portable devices. [More](#)

Buy these Tools Now from Tools Xpress
Digi-Key Tools Xpress
MPLAB REAL ICE™ Emulator for PIC® MCUs
The MPLAB REAL ICE in-circuit emulator supports hardware and software development for selected Microchip PIC® MCUs and dsPIC® Digital Signal Processors.

Hot Chips & Tools
The Infineon XC800, XC802, XC803 Family— Less Money, Higher Energy Efficiency
The new XC802- and XC803-5 series of Infineon's 8-bit MCU family, the XC800 offers a cost optimized but powerful set of peripherals like 2-8KB Flash, PWM, UART, I2C, SPI, vector output.

Electronic Component News
Digi-Key Tools XpressSM — Designed by Digi-Key for a Quicker Start on Your Next Embedded Project
Digi-Key's goal is to continue to be the preferred distributor partner of design engineers globally. While this may seem simple, it has become more complex as your engineering needs have evolved. Today, engineers want not only a simple website where they can find and buy parts but the ability to access valuable solutions to help reduce development time and, ultimately, accelerate time to market.
To address these changing needs, Digi-Key has collaborated with Embedded Developer to create Digi-Key Tools XpressSM to offer the industry's largest array of development tools supporting the widest range of silicon.
With Digi-Key Tools Xpress, our goal is to provide one site from which you can search, compare and complete purchases for your projects. During the next few months, you will see the number of third party tools rapidly expand at [www.devtoolsxpress.com](#) to continue providing you with more tools for your embedded projects.
Whether initiating your design from a particular architecture or silicon provider, the Digi-Key Tools Xpress search tool allows you to select from Digi-Key's broad list of recommended partners.

Dawn of a New Future - Renesas Electronics



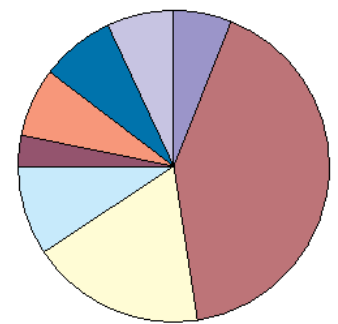
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EMEA*: 60,000

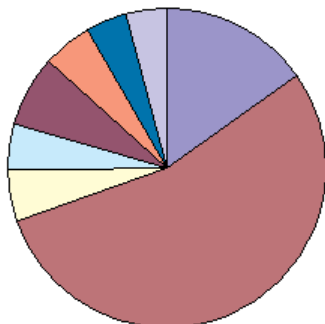
JOB TITLES		
Management Executive		4,076
Engineering		23,530
Engineering Services		11,287
Manufacturing/Production		5,668
Purchasing/Procurement		2,254
General Corp. Management		4,614
Students		5,066
Consulting/Other		3,505



*Ask about custom Language editions in German and French.

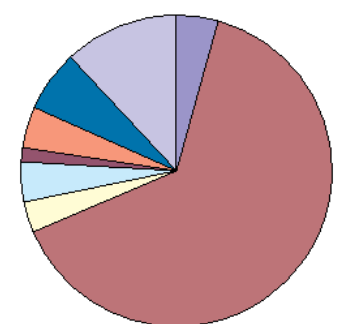
North America: 100,000

JOB TITLES		
Management Executive		15,632
Engineering		55,151
Engineering Services		5,565
Manufacturing/Production		4,667
Purchasing/Procurement		7,347
General Corp. Management		5,216
Students		4,336
Consulting/Other		4,150



China: 40,000 (Chinese Language Edition)

JOB TITLES		
Management Executive		2,301
Engineering		22,530
Engineering Services		1,627
Manufacturing/Production		3,667
Purchasing/Procurement		4,347
General Corp. Management		2,216
Students		1,162
Consulting/Other		2,150



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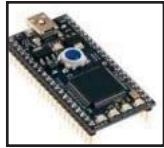
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The LX-1000 is a modular emulator design supporting both ARM and Intel devices. The LX-1000 comes standard with 2 GBytes of trace memory (upgradable to 4 and 8 GBytes). The trace capture engine traces instructions/data at rates up to 680 MHz and is wide enough to support up to 6 lanes of serial trace packets up to 6.25 GHz. The LX-1000 represents a valuable solution for design engineers and system integrators. Customers value the LX-1000 for its ability to trace instructions and data on a wide range of devices. Communication interfaces include USB 2.0 and 10/100/1000 Ethernet. [The Arium LX-1000 is Available Now!](#)

Prototyping with the NXP LPC1768



Microcontrollers are a solution to many problems, and the performance, power, and cost of these devices is getting impressive; that opens them up to a host of new opportunities. However, the performance, power, and cost of these devices is getting impressive; that opens them up to a host of new opportunities. However, the performance, power, and cost of these devices is getting impressive; that opens them up to a host of new opportunities. [More.](#)

Top Releases
Capture the top positions.
80 Words + Photo

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Chips and Tools Releases
80 Words + Photo

Keil RealView® MDK for ARM



The RealView® Microcontroller Development Kit for the ARM microcontroller family supports over 100 ARM derivatives from Analog Devices, Atmel, NXP, Samsung, Sharp, and STMicroelectronics. This kit is perfect for the developer who requires industry-standard compilation tools and sophisticated debugging support.

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IAR Kickstart for STM32 + Jlink JTAG Probe



The IAR KickStart Kit contains all the necessary hardware and software and allows you to design, develop, integrate and test your applications:

- STM32 development board
- IAR visualSTATE evaluation edition, 20-state limitation (including example projects)
- IAR PowerPac for ARM evaluation edition (including board support)
- IAR Embedded Workbench with a 32KB edition of IAR C/C++ Compiler (including example projects)
- IAR J-LINK JTAG debugger
- Micrium board support

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Hot Chips & Tools

The Infineon XC800: XC82x, XC83x Family – Less Money, Higher Energy Efficiency



The new XC82x- and XC83x-Series of Infineon's 8-bit MCU family, the XC800 offers a cost-optimized but powerful set of peripherals like 2-8KB Flash, 48MHz PWM-Unit, 10-bit ADCs, vector computer, I²C and Touch-sense ROM libraries for designs in motor control, lighting, touch-sense or power management.

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Infineon Product Highlights: Common features of XC82x and XC83x

- Capacitive touch sense and LED matrix controller
- E2PROM emulation
- 10-bit ADC with high accuracy (4-channels). Fast conversion in 1 µs
- Capture Compare Unit to ADC
- Window Watchdog Timer
- Power Down Mode with consumption below 5µA
- UART, High speed SPI compatible Serial Interface (SSC) and I2C Interface

Key features of the XC82x

- Multiply-Division-Unit (MDU)
- Real Time Clock (75KHz internal OSC)
- Packages: PG-TSSOP-16 or PG-DSO20
- Prices in higher volumes: €0,40

Key Features of the XC83x

- 16Bit vector computer and ROM library for field oriented control functions
- High current pads (30mA-50mA) – e.g. to drive stepper gauge directly
- Real Time Clock (32.768 and 75KHz internal OSC)
- Packages: PG-DSO-24 or PG-TSSOP-28
- Prices in higher volumes: €0,50

[For further information please visit our website or order your free information package here](#)

Large or Multiple Releases
400 Words + Photos

Electronic Component News



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Distributor Releases
(Reserved for Digi-Key)

Conferences and Events

Register to view 100's of classes on hot technologies, and the newest ARM Core-based Chips and tools FREE from the producers of TechCon3. [Register Now](#)

2010 Newsletter Price List and Schedule

Description	N. American (100,000)	EMEA (60,000)	China (Chinese) (40,000)	Worldwide (200,000)	3X Rate (consecutive)
Top Release	\$2800	\$2200	\$1800	\$6000	\$4000/Mo
Chips & Tools	\$1500	\$1200	\$800	\$2500	\$1800/Mo
Multiple Releases	\$3600	\$2800	\$2200	\$7400	\$6000/Mo
Top Banner	\$2800.	\$2200	\$1800	\$6000	\$4000/Mo
Bottom Banner	\$2400.	\$2000	\$1600	\$5000	\$3600/Mo

Mail Date	Deadline
Jan. 19	Jan. 7
Feb. 23	Feb. 11
Mar. 23	Mar. 11
April 13	April 1
May 18	May 6
June 15	June 3

Mail Date	Deadline
July 20	July 8
Aug. 17	Aug. 5
Sept. 14	Sept. 2
Oct. 5	Sept. 23
Nov. 2	Oct. 21
Dec. 7	Nov. 25