

## **Atmel Launches Unique Single Development Platform Development Kit for Automotive Applications**

Detroit (ots/PRNewswire) -

- Flexible Modular Architecture for Complete Automotive System Solutions

Convergence Show -- Atmel(R) (Nasdaq: ATML) announced today the availability of its brand-new automotive development kit ATAPMxx, representing a single development platform for Atmel's current and future automotive products. The new kit provides an efficient and easy way to develop, set-up, and test the capabilities and characteristics of Atmel's key automotive applications including car access (remote keyless entry, passive entry/go, immobilizer, and remote start), tire pressure monitoring systems, and in-vehicle networking including LIN and driver applications. ATAPMxx is ideal for the development and customization of a complete automotive solution without requiring advanced knowledge of RF or LF engineering. The kit can be operated in stand-alone mode or using a PC-based powerful GUI (Graphical User Interface).

ATAPMxx includes a complete set of hardware and software needed to develop, evaluate, optimize, and demonstrate complete automotive system solutions. Customers can easily develop their application and evaluate the best performance in a single environment. The kit's versatile architecture can accommodate nearly all application combinations. The development kit consists of a main board, application-specific extension boards, and daughter boards containing the RF or LF reference boards. This flexible and modular approach allows customers to upgrade the kit without additional costs in the event of new Atmel automotive devices as the same platform can be used for future Atmel automotive ICs.

At the system's core is the main board with a system microcontroller (Atmel's well-known AVR(R) AT90USB1287) and an LCD touch screen. If used in stand-alone mode, the main board controls the complete system via a two-wire-interface; if connected to a PC, the main board handles the communication with the PC via USB. Each connected application (i.e., extension board and daughter board) is controlled by its own AVR microcontroller, which manages

communication with the main board.

As royalty-free source code, Gerber schematics, and layouts are included, this automotive kit provides a unique and convenient environment for users to develop, implement, test, and optimize system-level designs.

#### Availability and Pricing

Samples of the new development kit for remote keyless entry and immobilizer systems are available now. Versions of the kit for further automotive applications will be introduced throughout Q4/2008 and beginning of 2009. Pricing for the complete remote keyless entry kit (ATAPMRKE-DK1) starts at US \$599 per unit (including one main board, one extension board and two RF daughter boards).

#### Footnote

GUI = Graphical User Interface

LCD = Liquid Crystal Display

LF = Low Frequency

LIN = Local Interconnect Network

RFID = Radio Frequency IDentification

USB = Universal Serial Bus

#### About Atmel

Atmel is a worldwide leader in the design and manufacture of microcontrollers, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel is able to provide the electronics industry with complete system solutions focused on consumer, industrial, security, communications, computing and automotive markets.

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#### Information

More information on the new automotive development kit may be retrieved at

[http://www.atmel.com/dyn/products/tools\\_card.asp?tool\\_id=4419](http://www.atmel.com/dyn/products/tools_card.asp?tool_id=4419)

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