



## Atmel AT32UC3L Wins 2010 Top Products Award From China's AET Magazine

SAN JOSE, Calif., Jan. 13, 2011 /PRNewswire/ -- Atmel® Corporation (Nasdaq: ATML), a leader in microcontroller and touch solutions, today announced that the Atmel AT32UC3L 32-bit AVR® microcontroller has won the *Application of Electronic Technique (AET)* 2010 Top Product Awards in the Embedded / Microcontroller Systems category. The AET 2010 Top Product Awards are selected by readers of *AET*, a widely recognized electronics/IT magazine in China.

"We are honored that *AET* and its readers have recognized the 32-bit UC3L ultra-low power microcontroller as a Top 2010 Product," said Oyvind Strom, marketing director of AVR products, Atmel Corporation. "This award further demonstrates Atmel's commitment to the growing ultra-low-power 32-bit microcontroller market for a wide range of low-power embedded applications."

The AT32UC3L is the industry's lowest power 32-bit MCU with less than 0.48 mW/MHz in active mode executing real-life applications. This device is also the first 32-bit microcontroller to feature a built-in capacitive touch interface, making it suitable for a wide range of embedded applications. The AT32UC3L deploys the Atmel picoPower® technology for low power and embedded capacitive touch controller peripherals.

"This award is further testament that the engineering community recognizes the Atmel 32-bit AVR microcontroller as the leading 32-bit architecture in the industry," said Yang Chiah Yee, vice president of sales, Asia Pacific and Japan, Atmel Corporation. "We are thrilled to be selected by *AET* and its readers for the 2010 Top Products Award."

### About Atmel AVR AT32UC3L

Atmel 32-bit AVR AT32UC3L is a full-featured microcontroller achieving a 0.48mW/MHz in active mode. The microcontroller can execute up to 48MHz and, beside the picoPower technology, features an advanced clock system with very short startup times, enhanced flash security with Atmel's FlashVault technology. The AT32UC3L also embeds Atmel's peripheral event system ensuring real-time performance and further reduction in system power consumption.

### About Atmel 32-bit Microcontroller Portfolio

Atmel is one of the fastest growing 32-bit microcontroller suppliers and continues to make strong investments in the [Atmel AVR® 32-bit UC3 microcontroller series](#) and [ARM-based products](#). Atmel is finding new opportunities in the 32-bit microcontroller market and is committed to this market segment.

To learn more about Atmel AVR microcontrollers, please visit: [www.atmel.com/AVR](http://www.atmel.com/AVR). To learn more about the Atmel AVR UC3 microcontrollers, please visit: [www.atmel.com/UC3](http://www.atmel.com/UC3). To watch the latest videos, visit: [www.atmel.com/youtube](http://www.atmel.com/youtube). Follow Atmel on Twitter at [www.atmel.com/twitter](http://www.atmel.com/twitter).

### About Atmel

Atmel Corporation (Nasdaq: ATML) is a worldwide leader in the design and manufacture of microcontrollers, capacitive touch solutions, 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 industrial, consumer, communications, computing and automotive markets.

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