
Excellence in Electronics

ROHM

NEWS

Newsletter 12/2008

Dear Customer,

welcome to the Decemer 2008 issue of Rohm's Email Newsletter. If you want to change your contact details or if you do not want to receive the Newsletter anymore please use the link at the end of this page.

ROHM Electronics GmbH wishes you a Merry Christmas and a happy and successful New Year 2009!

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ROHM Announces LED Driver ICs for LCD Backlights Providing Optimized Viewing with Low Power Consumption.

ROHM Electronics specifically designed its LED driver IC series BD6095GUL for LCD backlights in order to provide optimized viewing with low power consumption through ROHM's industry wide unique double dimming function adjusting brightness based on image content and ambient conditions. The backlight dimmer is I/F compatible with analogue output sensors including an integrated I2C bus interface.

Key Features

- Backlight dimmer
- I/F compatible with analogue output sensor (linear/logarithmic output)
- Gain control function with wide light measurement range built in
- Customizable register settings based on the current adjustments curve for brightness
- Backlight adjustment function linked with video display based on external PWM control
- Integrated I2C bus interface
- LED driver (BD6095GUL)
- High efficiency inductorless operation with x1.33 mode charge pump step-up circuit
- 5-lamp (max.) backlight drive capability for high brightness,

- large screen LCDs
- Built-in LED driver for Flash
- Integrated 2ch regulator (16-step switching)
- Integrated I2C bus interface

ROHM's new LED Driver ICs is optimized for deployment in applications such as consumer, portable, multimedia, communication, car navigation and entertainment systems or kiosks.

[More Information on www.rohmeurope.com](http://www.rohmeurope.com)



The Industry's Smallest Side View (SML-L1 Series) and Lowest-profile Top-view LEDs (SML-J1 Series)

ROHM Co., Ltd. has announced the development of the SML-L1 and SML-J1 series of side-view and top-view (respectively) high-output surface-mount LEDs designed to provide autofocus flash functionality and auxiliary lighting in low light conditions for increasingly compact digital still and video cameras. Both SML-L1 and SML-J1 fill the need for surface mount side-view LEDs that can be automatically reflowed to replace lamp LEDs that require manual bending of the leads for applications where the optical axis is aligned laterally to the circuit board.

The industry's smallest profile (4.5mm: SML-J1) has been achieved through precision processing technology. Additional features include a novel high intensity element enabling ultra-high brightness (28cd at 20mA) and optimized lens and frame shape for extremely narrow directivity (8°), limiting optical axis shifting to only $\pm 3^\circ$. The new LEDs are available in a variety of colors, including orange, red, yellow, yellow-green, green, and infrared (for nighttime illumination).

Key features of SML-L1 and SML-J1

1. Industry's first side-view package (SML-L1: 3.6 mm×4.9 mm×3.3 [h] mm)
2. Low-profile package (SML-J1: 4.0 mm×3.4 mm×4.5 [h] mm)
3. Ultra-narrow directivity angle: 8°
4. High precision: $\pm 3^\circ$ optical axis shift
5. High brightness: 28cd at 20mA



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Compact and Ultra-compact super low power Hall Effect Sensor ICs

Building on the success of the new BU520xx-series of compact and ultra compact Magnetic Hall Effect sensor ICs for portable battery powered application, ROHM has developed a first 5V sensor called BD7411G.

Hall Sensor ICs are designed for use as magnetic switches, which do not require any mechanical contacts and thus are not susceptible to failures caused by foreign substances nor due to degradation caused by repeated switching. This drastically improves the long term high reliability of a final product! The BD7411G detects both, magnetic North and South polarities, with a very high and accurate sensitivity of typically 3.4mT, allowing the operation with small and cost efficient magnets. The CMOS output enables an easy interfacing to digital circuits and

controllers.

Operating supply voltage: 4.5 ~ 5.5V

Operating supply current: 2mA typ.

Operating temperature range: -40°C ... +85°C

Samples are available and the mass production has been launched.

[More Information on www.rohmeurope.com](http://www.rohmeurope.com)



ROHM's NEW LOOK

50 YEARS AFTER ROHM's FOUNDATION
A NEW LOGO IS BORN

ROHM

ROHM
SEMICONDUCTOR

ROHM's NEW LOGO STANDS FOR:

- Expression of Venture Spirit DNA
- Expression of Flexible and Stable Corporate Stance
- Image of Semiconductor Appearance.

START OF THE NEW LOGO:

The new corporate logo will start to be used on January 1st 2009.

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