



Newsletter 07/08/2009

Dear Customer,

welcome to the July/August 2009 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.

Energy-saving High Performance Standalone Drive Recorder IC

ROHM Semiconductor GmbH has announced the development of the BU1511KV2 designed for drive recorders in both the consumer and commercial markets.

The new product integrates an interface for a camera, SD card, acceleration sensor and GPS module. A ARM9 processor is also built-in that allows programs to be downloaded serially and processed, eliminating the need for relatively expensive external Flash memory. In addition, independent hardware-based high performance JPEG/ADPCM CODECs and SD card controllers reduce processing load, making it possible to write audio and video data directly to an SD card, rendering external buffer RAM unnecessary. This not only reduces costs significantly but enables standalone operation without a PC.



Key Features of the BU1511KV2:

- * High-performance ARM9 processor utilized in controller block
- * External bus provides greater expandability
- * Independent hardware-based JPEG/ADPCM CODECs ensure high-speed operation
- * 4-channel ADC support enables configuration with acceleration sensors
- * Video encoder built-in for direct video component output
- * Audio support via I2S interface
- * I2C interface utilized for device control (i.e. cameras)

* SD card controller/interface allows compatibility with SD cards

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

The Industry's Thinnest High-bright RGB LEDs

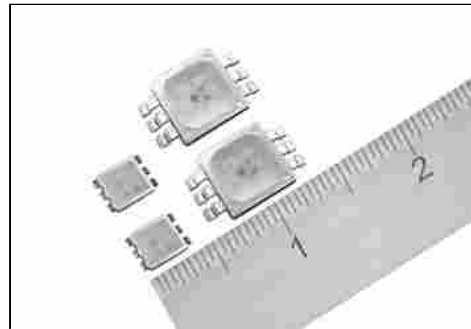
ROHM Semiconductor GmbH has recently announced the development of two types of high-bright RGB LEDs: SMLV56RGB1W1, featuring a height of only 0.6mm, and the standard-type SMLW56RGB1W1. Both units are capable of 1.8cd (white), making them ideal for gaming devices or spotlighting applications.

RGB LEDs are convenient because they can emit virtually any color, including white, while taking up very little space since the three elements are integrated into a single, compact form factor. This makes them the preferred choice in portable gaming devices and applications requiring high brightness and multiple colors in a small area.

One drawback to high brightness LEDs is the small distance between the LED and target object, often due to the relatively large package height of conventional LEDs (at least 1.4mm). This results in non-uniform light distribution or LED see-through, where the LED is visible through the object itself (see the table to the right).

ROHM solves these problems with the SMLV56RGB1W1. An industry-leading package height of only 0.6mm has been achieved due to a novel flat frame structure. As a result, the distance to the target object is increased, enabling uniform light transmission with excellent blending characteristics.

Both SMLV56RGB1W1 and SMLW56RGB1W1 integrate protection Zener diodes to prevent damage due to ESD, and classification is performed based on white light emission, ensuring little variation in chromaticity for greater uniformity and consistency between products.



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Resistors/EMI Filters Product Catalog 2009

Resistors

ROHM, the pioneer in chip resistors, offers a broad lineup, ranging from the ultra-compact MCR004 series units and the high reliability surge-resistant ESR series to high voltage resistance models (KTR series) and products optimized for current detection (PMR series). Select the ideal solution to fit set requirements.

EMI Filters

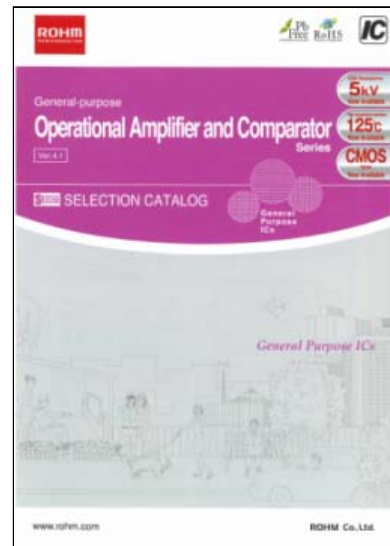
ROHM 1608-sized 3-terminal EMI filters are available in a number of capacitances and are specifically designed for removal of onboard differential mode noise over a wide range of frequencies.

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



ROHM's Operational Amplifier and Comparator Series

ROHM general-purpose op-amps and comparators ensure high reliability through a wide operating temperature range coupled with high ESD resistance. New lineups of high-speed op-amps, low voltage Ground sense CMOS op-amps, and high voltage CMOS op-amps have been developed to meet the needs of an increasingly diverse range of applications requiring low voltage/current operation and greater ease-of use.



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