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ROHM SEMICONDUCTOR NEWS
www.rohmeurope.com

Newsletter 09/2010

Dear Customer,

welcome to the September 2010 issue of ROHM Semiconductor 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.

SSML Series White LEDs

- High Heat Resistance
- High Efficiency
- High Power
- High Reliability

ROHM Semiconductor 1W Class white LEDs provide a luminous intensity of 120lm at 350mA. A high thermal resistance ceramic substrate is utilized to ensure stable operation, even at ambient temperatures up to 130°C . The high power capability (105 lm/W), combined with superior thermal resistance characteristics, make them ideal for lighting devices of all types. Also available as 0,5W version.

More Information on www.rohm.com

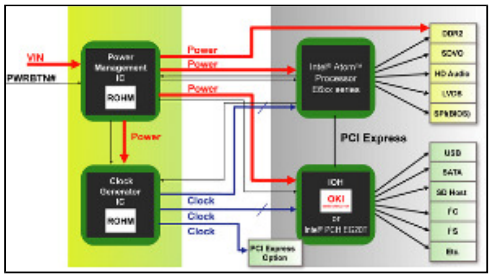
ROHM/OKI Semiconductor Co-Develop a Dedicated Chipset for Intel® Atom™ Processor E6xx Series

The chipset combines a power management IC, clock generator IC, and input/output hub IC. This platformdedicated packaged offer from the ROHM Group enhances ease of design and reduces complexity, assuring timetomarket for customers with embedded applications.

ROHM Co., Ltd., in collaboration with its affiliated company, OKI Semiconductor Co., Ltd., announced the launch of a dedicated Large Scale Integrated (LSI) circuit family designed to support the Intel® Atom™ processor E6xx series (formerly code-named Tunnel Creek). This chipset consists of a power management IC (PMIC), a clock generator IC (CGIC), and an input/output hub (IOH) IC. A reference board that simplifies customer development is also available.

ROHM's PMIC supplies all of the voltage rails required not only for the Intel® Atom™ processor E6xx series and the Intel® Platform Controller Hub EG20T, but also for the DDR2 memory and BIOS-storage SPI Flash connected to the Intel® chip. Furthermore, it controls start-up and power-down sequencing that eliminates the need for an external microcontroller or a CPLD required in most conventional x86 processor designs.

ROHM's CGIC is ideal for Intel® Atom™ processor E6xx series-based designs since it alone provides all of the clocks needed by the Intel® chip and the controller hub, as well as by commonly employed external devices such as SATA, USB, etc.



OKI Semiconductor has developed two kinds of application-specific input/output hubs, the ML7223(V) and ML7213. The former is intended for telecom terminal applications such as web-enabled media phones. It integrates a rich collection of industry-standard I/O's such as USBs, SATA, SD-Host, UART as well as application-specific functions including an IPsec hardware accelerator and echo and noise cancellers for hands-free operation. The latter, ML7213, was developed primarily for in-vehicle infotainment applications. The built-in MediaLB®, SDVO converter and video input interface, along with the above-mentioned industry-standard I/O's, reduce valuable board space while contributing to reduced bill of materials.

More Information on www.rohm.com