



1000 N. Main Street  
Mansfield, TX 76063  
www.mouser.com

(817) 804-3800

## For Immediate Release

### EDITORIAL/READER CONTACT:

#### Kevin Hess

Director of Marketing  
Mouser Electronics, Inc.  
(817) 804-3833 Direct  
(817) 804-3803 Fax  
[Kevin.hess@mouser.com](mailto:Kevin.hess@mouser.com)

## Mouser Electronics Now Stocking NXP's ARM7™ Flash-based MCUs *MCUs Provide Integrated LCD Support for ARM7 Microcontroller Family*

Mansfield, Texas, USA –August 19, 2008 – [Mouser Electronics, Inc.](http://www.mouser.com), known for its rapid introduction of the newest products, today announced it is stocking the [LPC2478](#) and [LPC2470](#) microcontrollers from [NXP Semiconductors](#), a leading supplier of semiconductors, system solutions, and software.

The industry's only ARM7™ Flash-based MCU offering integrated LCD support, the LPC2478 and LPC2470 (Flashless version) microcontrollers feature two ARM® high-speed buses (AHB) for the concurrent operation of multiple high-bandwidth peripherals, including LCD, 10/100 Ethernet, USB host/OTG/device, and two CAN channels. The 2007 EDN Innovation Award winning LPC2478 and the LPC2470 devices offer significant saving in cost, area, and power consumption. The devices are ideal for a wide range of industrial, consumer, retail, and medical systems using LCD panels and requiring network or internet connectivity.

The microcontrollers can support most static LCD displays up to 1024x768 pixels, 15 gray-scale monochromes, and up to 24 bits-per-pixel true color TFT panels. LCD implementation allows for code execution on chip and minimizes bus contention with frame data retrieval from external memory. In addition, the LPC2478 provides 512KB, fast 128-bit wide embedded Flash with built-in error correction for maximum reliability. Requiring only single voltage (3.3V) power supply and offering a unique real-time clock (RTC) with 2KB of battery backed-up SRAM, the devices consume only small amounts of current in power-down while quickly waking up with an external interrupt or at user-determined intervals.

“By immediately stocking new, innovative products like the LPC2478/0 microcontrollers and their associated development tools, our design engineering customer base can develop compelling new designs with the newest products on the market,” said Mike Scott, Mouser's Vice President of Active Products.

-- continued --

***The Newest Products For The Newest Designs***

Known for its broad-based product line, unsurpassed customer service, and streamlined warehouse operations, Mouser continuously offers customers the most innovative products and latest technologies for their new design projects.

Mouser Electronics is the only major distributor to publish a new 2,100+ page print catalog every 90 days. In addition, its website with interactive online catalog is updated daily, contains more than a million products for easy online purchase, provides over 1.5 million cross-references, as well as more than 900,000 downloadable data sheets, supplier-specific reference designs, application notes, and other technical design information.

### **About Mouser**

Mouser Electronics, Inc. is an electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers. Mouser.com features more than a million products online from more than 366 manufacturers. Mouser's 2,100+ page catalog is published every 90 days, providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 280,000 customers in 170 countries from its 432,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

### **Trademarks**

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.