



## For Immediate Release

### **Mouser Stocking the Atmel SAM3U Cortex™-M3 Microcontrollers!**

**Mansfield, Texas, USA — April 21, 2011** - Mouser Electronics, Inc., regarded as a top global engineering design resource for semiconductors and electronic components, today announced it is stocking new product from Atmel.

Atmel SAM3U Cortex™-M3 Flash microcontrollers combine high-speed USB and an integrated transceiver for fast up/downloading of data, robust EMI tolerance, and plug-and-play high-speed serial interconnectivity. Atmel SAM3U MCUs feature a 96 MHz maximum operating frequency and a high data-bandwidth architecture based on a 5-layer bus matrix with 22 DMA channels and distributed memory. The SAM3U is touch-ready and offers native support for Atmel QTouch® technology for easy implementation of buttons, sliders, and wheels in your application. These Atmel MCUs are ideal for applications with intensive communications requirements, including high-speed gateways in industrial, medical, data processing, and consumer applications.

To learn more, visit [http://www.mouser.com/atmel\\_atsam3u](http://www.mouser.com/atmel_atsam3u).

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in emerging technologies. Mouser offers customers the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches over 7 million products to locate over 1.8 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

#### **About Mouser**

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 1.8 million products online from more than 400 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

### **About Atmel**

Atmel Corporation is a global leader in designing, manufacturing and marketing advanced semiconductors including microcontroller (MCU), programmable logic, and nonvolatile memory. By combining these core technologies, Atmel meets the evolving and growing needs of today's electronic system design engineer through the production of general purpose and application specific system level integrated chips. Atmel's world class expertise and wealth of experience in system-level integration enable all of Atmel's products to be developed from their constituent blocks with minimum delay and risk. For more information, visit <http://www.atmel.com>.

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