

Atmel's maXTouch Touchscreen Controller Wins Electronic Product of the Year at British Engineering Excellence Awards

SAN JOSE, Calif., /PRNewswire-FirstCall/ -- Atmel® Corporation announced that its maXTouch™ mXT224 touchscreen controller IC has won the "New Electronic Product of the Year" award at the recent British Engineering Excellence awards ceremony held in London.

The award, sponsored by Digi-Key, was for the most innovative electronics product that had been brought to market during 2009/10. This was a difficult award category for the Judges to decide on the shortlisted products. The Judges compared the technology used, how the company had determined customer need, and the speed with which the product had been introduced into the market.

Commenting on their decision the Judges said, "The product's success with a range of highly credible companies is testimony to the quality of the design. The mXT224's high signal-to-noise ratio is impressive and has given it a clear advantage over competitors. It's one of the key factors that have allowed it to become the market leader within a year of being released and makes it a classic example of good engineering facilitating business success."

The Atmel mXT224 is the first device in the maXTouch family that was launched. It has 224 nodes that allow it to accurately report the positions of unlimited, simultaneous touches and it can completely redraw the screen every 4/1000 of a second (4 mS). The mXT224's large number of nodes and fast performance makes it suitable for advanced touchscreen functionality, such as rejection of unintended touches, stretch/pinch and rotate gestures, handwriting and shape recognition such as face detection on mobile phones, mobile Internet devices (MID) and Netbook screens.

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