



New family brings innovation to 8bit MCU market

<http://www.electronicstalk.com/news/mot/mot222.html>

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Freescale Semiconductor reckons it is extending its leadership in 8bit microcontrollers with product families designed to provide the utmost in flexibility and value at the industry's most competitive price points. The S08QG family, with the MC9S08QG8/QG4 as the first member, combined with HC08-based microcontrollers offer a wide variety of functionality at suggested resale price points below US \$1, giving customers a broad range of solutions for cost-sensitive applications. 'Freescale is moving to redefine the 8bit market with increased value through the S08QG family', said Tony Massimini, Chief of Technology, Semico Research.

'By introducing new products that meet the needs of designers across a wide spectrum, Freescale is providing its customers with the opportunity to improve existing applications and create new ones at the lowest cost'.

With the introduction of the S08QG family, Freescale brings innovation to the low end 8bit microcontroller market by providing designers a cost-effective solution with exceptional functionality and packaging options.

Application designers increasingly face the complex task of making functionality tradeoffs for cost and PIN count.

The S08QG family enables the designer to better control these tradeoffs, giving them the flexibility to create better products and new applications at reduced cost.

'Today's designers are captive to limited functionality on low cost devices', said Mike McCourt, Microcontroller Division Manager for Freescale.

'The S08QG family offers a scalable continuum of functionality, integration and innovation at a very competitive suggested resale price, further extending the value for 8bit microcontrollers into applications for appliances, industrial and lighting control, security systems and wireless communications'.

'New applications need no longer be bound by cost consideration, but only by the imagination of the designer'.

The S08QG family provides flexible packaging options with a high level of on-chip integration - including fast, accurate and low-power analogue peripherals, multiple communication options and flexible timers suited for motion control.

By bringing the advantages of its industry leading HCS08 family to low-pin-count small-package devices, Freescale is creating new market opportunities for its customers.

With the emergence of wireless applications for handheld devices and sensors and supporting standards like the ZigBee protocol, the HCS08's power management modes and low-power modules extend battery life in wireless systems, while still meeting high performance demands.