Atmel maXTouch T Series Single-Chip Controllers Power Touchscreens for Multiple New ASUS Tablets and Ultrabooks

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With an Adaptive Sensing Architecture, Atmel's T-Series Allows Users to Experience Superior Touch Performance and Noise Immunity with Longer Battery Life on Windows 8 Compatible ASUS Devices

PR Newswire

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TAIPEI, Taiwan, June 5, 2013 /PRNewswire/ -- Computex -- Atmel® Corporation (NASDAQ: ATML), a global leader in microcontroller and touch technology solutions, today announced ASUS has selected Atmel's recently launched mXT2952T and mXT1664T controllers to power the touchscreens for multiple new tablets and Ultrabooks including the newly launched Zenbook Infinity.

(Logo: http://photos.prnewswire.com/prnh/20120530/SF15228LOGO)

Part of Atmel's latest generation maXTouch® T Series, the mXT2952T is the world's first ultra low-power single chip touchscreen controller for 15.6" displays, while the mXT1664T is the industry's leading solution for displays up to 12.5". These are the first devices in the maXTouch T Series family with several others being released later this year.

The touchscreen for the new ASUS Zenbook Infinity is based on Intel's new Haswell processor. Atmel's new maXTouch T Series controllers feature a revolutionary adaptive sensing architecture that combines processor intelligence and both mutual and self capacitance. This architecture seamlessly transitions into the best mode in real-time to enable superior touch and active stylus performance in adverse environmental conditions, while minimizing overall power consumption.
"ASUS offers some of the most innovative smart mobile devices on the market today," said Shar Narasimhan, Senior Product Manager of Touch Marketing, Atmel Corporation. "The selection of Atmel’s mXT1664T and mXT2952T is further testament that our maXTouch technology offers a superior user experience, enabling device manufacturers to develop more intuitive human interfaces."

"Our new maXTouch T Series also supports maXStylus™, our active stylus, to enable consumers a more precise handwriting experience on their touchscreens. Additional features such as sensor hub management, smaller package size and native fine-line metal mesh support enable OEMs to develop sleeker industrial designs. We look forward to working with ASUS on future programs," Narasimhan concluded.

More Information
Atmel maXTouch T Series: www.atmel.com/microsite/maxtouch-t-series
Atmel YouTube Channel: www.atmel.com/youtube
Embedded Design Blog: www.atmelcorporation.wordpress.com
Twitter: www.atmel.com/twitter
LinkedIn: www.atmel.com/linkedin
Facebook: www.atmel.com/facebook

About Atmel
Atmel Corporation (Nasdaq: ATML) is a worldwide leader in the design and manufacture of microcontrollers, capacitive touch solutions, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel is able to provide the electronics industry with complete system solutions focused on industrial, consumer, communications, computing and automotive markets.

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