Atmel Technology to Power Samsung’s Focus Flash and Focus S Touchscreens

Atmel Corporation announced that Samsung has selected Atmel’s maXTouch E Series solution to power their new Samsung Focus Flash 1677 and Samsung Focus S 1937. The Samsung Focus Flash runs on Windows 7.5 Mango OS and also includes a large 3.7” Super AMOLED display, touch-enabled by Atmel’s E Series, allowing for a richer color display and market-leading touch response and device performance rates. The Samsung Focus S runs on Windows 7 and features the Super AMOLED touchscreen, powered by Atmel’s E Series technology, providing sharp, cinema-quality images throughout the multitouch user interface.

The maXTouch E Series features a complete portfolio of high-performance single-chip controllers designed to address every touchscreen size and application. Atmel’s E Series raises the bar with an updated capacitive touch engine (CTE) that features all new noise avoidance and noise suppression capabilities. Every aspect of touchscreen performance is improved—delivering higher fidelity touch sensing, faster responsiveness, lower power consumption and thinner form factors.

With Atmel’s maXTouch E Series technology, users will experience lower device power consumption, higher signal-to-noise ratio, higher accuracy including reduced unintended touches, brighter displays, improved resistance to moisture, better operation with noisy chargers and a wider range of panel options. Additionally, the E Series can detect even the lightest touch, including that of a fingernail, as well as active and passive conductive styluses.

“Atmel is proud to continue powering Samsung’s latest smartphone devices with our maXTouch technology,” said Binay Bajaj, director of touch marketing, Atmel Corporation. “Samsung continues to be among the leaders in the smartphone market and their continued selection of our technology validates our leadership in the touchscreen market.”

The Samsung Focus Flash and Focus S join the ranks of previous next-generation Samsung devices to be powered by Atmel’s maXTouch E Series, including the: Ultra-Slim Galaxy Tab 10.1, Galaxy Note, Galaxy Tab 7.7and Samsung Galaxy S.

About Atmel maXTouch Technologies
With true unlimited touch functionality and stylus support, the maXTouch technology is enabling exciting new applications, such as tablets, netbooks and MIDs. The microcontroller technology, combined with proprietary algorithms, offers a better touch experience for users of tablet and other applications. The larger screen solution is an enhancement of existing maXTouch products that provide best-in-class configurability to exceed today’s user interface requirements for applications such as tablets. For more information, visit http://www.atmel.com/products/touchscreens [1]

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