

**NEC Electronics announces 78K0R starter kit COOL-IT!**

*Supporting the recently launched 78K0R/Kx3 16-bit microcontroller family*

**DUESSELDORF (Germany), February 12, 2007** — NEC Electronics Europe announces the availability of the 78K0R/Kx3 COOL-IT starter kit, supporting the recently launched 78K0R/Kx3 16-bit microcontroller family. COOL-IT! adds to the existing range of microcontroller starter kits from NEC Electronics, designed to deliver customers with a complete out-of-the-box experience when selecting an appropriate microcontroller.

The 78K0R/Kx3 series of 16-bit microcontrollers deliver a class leading combination of both high performance, and low power consumption. Designers of 8-bit applications can benefit by upgrading to a higher performance microcontroller without significant increases in power consumption. Designers of existing 16-bit applications can significantly reduce power consumption and therefore increase battery life.

With a range of 44 devices in 64 to 144 pin packages, and 64 KB to 512 KB of SuperFlash® Flash memory from Silicon Storage Technology, Inc., designers have the ability to choose the best microcontroller for the job at hand.

The COOL-IT kit includes the 100-pin 78K0R/KG3 device with 256KB of Flash and 12KB of RAM. Several peripheral functions are also mounted on the board including a 224 segment LCD display with integrated display controller, 4-way mini joystick, DIP switches, potentiometer, buttons, and a prototyping area. In addition users can program the device through the on-board USB port. The kit also contains a 4KB code limited version of the IAR Embedded Workbench software development tools and several simple demonstration programs.

COOL-IT! is competitively priced at 24.99 Euros and is available from most NEC franchised distributors or from NEC Electronics Europe directly. For more information please visit [www.eu.necel.com/78k0r](http://www.eu.necel.com/78k0r).

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### **About NEC Electronics (Europe) GmbH**

NEC Electronics (Europe) GmbH, headquartered in Duesseldorf, Germany, is a leading developer and supplier of semiconductor products in Europe. Committed to meeting customers' cost, performance and time-to-market requirements, the company offers solutions ranging from standard products to system-on-a-chip (SoC) solutions, as well as customized products for next-generation designs. Our customers also benefit from state-of-the-art manufacturing from the global production network of our parent company, NEC Electronics Corporation. Additionally, NEC Electronics (Europe) GmbH is the exclusive European sales and marketing channel of LCD modules from NEC LCD Technologies Ltd.. For more information visit <http://www.eu.necel.com>.

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