

Texas Instruments Technical Seminar  
Sponsored by TI & Seltec Sales  
EEE&M 2010 Show  
St. Charles Convention Center  
Wednesday, April 7<sup>th</sup>, 2:45PM – 4:15PM  
Seminar Room 102

## FRAM: Opening New Horizons for Embedded Developers

FRAM(Ferroelectric Random Access Memory) is the next generation non-volatile memory technology for ultra low-power embedded microcontrollers. Its fast write capability (like DRAM), practically unlimited write endurance (> trillion cycles) and ultra-low power consumption benefits developers and end users alike.

The presentation will describe FRAMs ability to function as universal memory helping ease the life of developers, reducing development time (faster time to market) and costs. In addition, FRAM enables several new, exciting, ultra low-power applications such as battery-less, intelligent sensors. The presentation will include a look at the power consumption advantages of FRAM in one such application. FRAM also offers significant advantages over incumbent technologies in several other applications, such as energy harvesting, sensors, data logging, motor control, etc.

To register for this seminar please contact Mike Long at Seltec Sales, 636-634-2210 or [mike.long@seltec-sales.com](mailto:mike.long@seltec-sales.com)