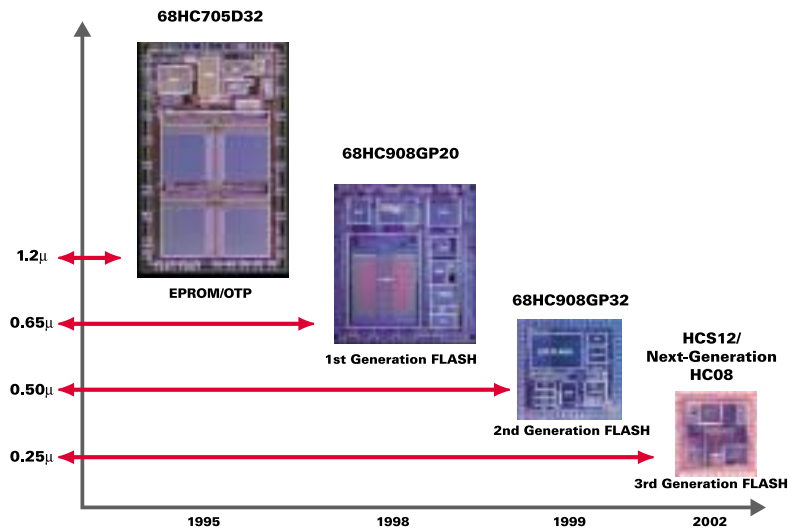


EMBEDDED FLASH:  
CHANGING THE  
TECHNOLOGY WORLD  
FOR THE BETTER

Motorola is the first embedded technology company to develop, manufacture and ship large volumes of low-cost FLASH Controllers. Motorola has offered more than 75 different FLASH-based Controllers with memories ranging from 1Kbyte to 512Kbytes in our HC08, HCS12, and 56800 families.



FEATURES	BENEFITS
<b>In-application re-programmable</b>	<ul style="list-style-type: none"> <li>• Cost-effective programming changes and field software upgrades via in-application programmability and re-programmability</li> </ul>
<b>Extremely fast programming, as fast as 16-bits in 20 μsec</b>	<ul style="list-style-type: none"> <li>• Reduces production programming costs through ultra-fast programming</li> </ul>
<b>FLASH programming across the full operating supply voltage with no extra programming voltage</b>	<ul style="list-style-type: none"> <li>• Cost-effective re-programmable battery-powered applications</li> </ul>
<b>Up to 10K write/erase cycles minimum across temperature</b> <ul style="list-style-type: none"> <li>• Up to 100K write/erase cycles typical</li> </ul>	<ul style="list-style-type: none"> <li>• Eliminates the need and cost for external serial data EEPROM</li> </ul>
<b>Flexible block protection and security</b>	<ul style="list-style-type: none"> <li>• Protects code from unauthorized reading and guards against unintentional erasing/writing of user-programmable segments of code</li> </ul>
<b>Embedded FLASH industry leader</b> <ul style="list-style-type: none"> <li>• More than 100 engineers working on development of next-generation FLASH and NVM technologies</li> <li>• First to ship volume FLASH MCUs</li> </ul>	<ul style="list-style-type: none"> <li>• Technology leadership from Motorola provides FLASH controllers that are cost competitive with industry OTP solutions – and even more cost effective over the long term</li> </ul>
<b>Large and rapidly growing family of FLASH Controllers</b>	<ul style="list-style-type: none"> <li>• Motorola provides integrated FLASH Controller solutions from 8-bit FLASH Microcontrollers to 16-bit FLASH Microcontrollers and Hybrid Controllers to high-performance 32-bit embedded FLASH solutions</li> </ul>

**FLASH Controllers available off the shelf**

- Whether you need a sample or high volume production, Motorola can meet your FLASH Controller needs

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