



Kent Lowman named as judge for Renesas Electronics RX Microcontroller Design Contest

Huntsville, AL – November 30, 2010 – As a Renesas Alliance Platinum Partner, FDI is proud to be a major part of the Renesas RX Microcontroller Design Contest. FDI worked closely with Renesas on the design of the RX62N Development Kit that is being used in the Design Contest (P/N YRDKRX62N) and FDI is also producing all the RX62N Dev Kits that will be used by Renesas and the other Alliance Partners. FDI's very own Kent Lowman is serving as one of the judges for the RX Design Contest, with a total prize pool of \$110K – that's right we said \$110,000.00! Winners will be announced at the Embedded Systems Conference in Silicon Valley on May 3, 2011 and FDI will be there on stage for the big announcement. For more details or to register for the Renesas RX Microcontroller Design Contest please visit www.renesasrulz.com/rx-contest.

Renesas Electronics Launches RX Microcontroller Design Contest

News Release from: Renesas Technology Europe Ltd
22 October 2010

To spur embedded design creativity and competition, Renesas Electronics has launched the Renesas RX Design Contest, featuring the new RX family of 32-bit microcontrollers (MCUs) and a robust software support environment, provided by Renesas Electronics and its Alliance Partner community. This includes CMX Systems, IAR Systems, Micrium, Micron Technology, SEGGER, Rowebots and TotalPhase. The Renesas RX Design Contest provides an open, creative environment in which embedded engineers can showcase their skills in any type of design using an RX MCU.

As a leading worldwide semiconductor supplier, Renesas Electronics understands that design influence and support - on a global scale - are pivotal factors for success, particularly in the embedded world, and the Renesas RX Design Contest is one example of how we are embracing this challenge with our commitment to global innovation and excellence, said Bernd Westhoff, Product Manager RX Platform, Industrial Business Group, Renesas Electronics Europe. The RX family of MCUs combines a unique architecture, superior performance/power balance and a comprehensive support ecosystem via our alliance partners, providing an ideal platform for designers to use as a launch pad for their Renesas RX Design Contest activities.

Starting in October, 2010, to March 4, 2011, 1,000 RX62N Renesas Demonstration Kits (RDKs) will be available for contestants. The use of the RDK is encouraged but not required. The contest will be coordinated across the North American, European and Asian regions. To join the competition, contestants can visit <http://www.renesasrulz.com/community/rx-contest> to register.

The design entries will be available on the Renesas RX Design Contest website for audience comments and voting. In addition to recognition for the overall best designs, the Renesas RX Design Contest will offer weekly challenges and prizes. Renesas Electronics will award the top three winners: \$5,000 (first place); \$3,000 (second place); and \$1,000 (third place); and five honorable mentions receiving \$500 each. Selections will be based on a scoring of technical merit, design originality, usefulness, cost effectiveness, documentation and public voting. Participating Alliance Partners will also present their own prize awards, based on criteria for their respective prizes. Final judging and the winner selections will be announced during a special ceremony at Embedded Systems Conference Silicon Valley 2011 headed by Renesas Electronics America.

About Future Designs, Inc.

FDI is a full service design and production company with hardware, software and system level expertise. FDI offers one stop shopping for customers and can take a product concept from the back of a napkin through design and prototypes, all the way up to high volume production.

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