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# **SALES BULLETIN**

Date: June 5, 2002

To: Atmel Worldwide Sales, Atmel North American Representatives and Distributors,  
Atmel International Representatives and Distributors.

From: Bassam Khoury, Director Marketing Serial Interface Products  
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## **Atmel Serial EEPROM**

I would like to take this opportunity to update you on the latest development in the SERIAL EEPROM WORLD.

Based on the latest data published by Web Feet Research, Atmel again achieved the #1 position in 2001, with 34% market share in serial EEPROM's. Thanks to your support, Atmel has held this position for the fourth consecutive year. Maintaining market leadership takes enormous effort and determination on the part of everyone. Atmel has been and continues to be fully committed to this product line. It's by far our single highest volume contributor in the company.

In order to further improve our responsiveness to our customers, we're taking steps to streamline our logistics. We sent a sales bulletin dated April 4<sup>th</sup>, 2002 to the field explaining those steps and describing some upgrades to Atmel's Serial product offerings. Some folks have apparently misinterpreted some of our streamlining steps. So I would like to take the time to clarify and re-iterate a few points previously mentioned in the April 4<sup>th</sup> sales bulletin:

1. Atmel is NOT OBSOLETING any products, densities or packages in the SERIAL EEPROM product family.
2. Atmel is offering customers industrial temperature marked parts to replace the commercial marked parts. Wider temperature range. Product is fully guaranteed to operate at commercial temperature as well as industrial temperature.
3. Atmel is offering 2.7V marked parts to replace the older 5V products. Wider operating range. These Products are fully guaranteed to operate at 2.7V as well as 5V.
4. Atmel is offering 1.8V marked parts to replace the 2.5V marked products. These products are guaranteed to operate at 1.8V as well as 2.5V.

5. The product that is currently at the distributor stock and shelves is NOT OBSOLETE. It's perfectly good product. Please continue to sell this product and convert the backlog and new orders to the new part marking as soon as possible.
6. The above changes encompass MARKING CHANGES ONLY and do not encompass any die, process or assembly changes. It also upgrades commercial grade products to products with a broader temperature range -40C to 85C vs old commercial range of 0C to 70C. In fact for several years the identical material has been used in both ranges. The extra marking versions only added extra logistic complexity to our production flows. The reduced number of marking versions simplifies the flows and gives commercial and 5V customers "*free upgrades*". The above marking changes will insure better availability of products to our customers and allow our distributors to stock one common part number from each density that will service majority of the customer base. Atmel offers these upgrades at no additional cost to customers.

We have stopped marking material as 2.5V or 5V or commercial grade.

Time is running out. Go out and get your customers converted to the new part marking. This will help you and your customers get product sooner and on time.

Please feel free to contact the Atmel Office in your respective area for any further questions or concerns.