

Introduction

After its establishment in 1983 and until the present day, Holtek Semiconductor has released an unceasing stream of competitive semiconductor devices onto the global market. While continuing to concentrate its design efforts in the 8-bit and 32-bit microcontroller development area, the extensive and increasing range of peripheral semiconductor products should also not be ignored. At the foundation of these successful product developments exists many years of semiconductor design experience accumulated by the company's professional engineering design teams. The results of these extensive efforts have led to Holtek customers being provided with a huge range of high quality industrial grade semiconductor devices. Among Holtek's many customers are included a wide array of popular global brand consumer appliances and industrial products, which shows the global confidence in the company's devices. With this background, Holtek remains fully committed to a continuous expansion of its high quality and superior price-performance semiconductor devices well into the future.

Product Device Range

Holtek's product development focus will remain firmly in the microcontroller area for both 8-bit and Arm® core based 32-bit microcontrollers. These highly functionally integrated microcontrollers includes digital and analog features such as A/D converters, comparators, LCD drivers, PWM generators, high current LED drivers, touch switches, SPI, I²C, UART and USB interfaces, voice functions, RF functions etc. All of the company's 32-bit and 8-bit microcontroller devices meet with full industry specifications in having a wide voltage and temperature operating range. In addition to its microcontrollers there exists a wide range of peripheral devices such as stand-alone touch switch ICs, LCD drivers, power management devices, video processors, sensors etc, further increasing the Holtek product diversity and opening up applications into a wider market area.

Product Development Strategy

In following market trends and customer requirements, Holtek's commitment to new product development and innovation can be seen through its continuously expanding device functionality. As the world of IOT continues to extend its reach into demands for an increasingly connected lifestyle, Holtek's multi-function product range stands in a strong position to have a strong presence in this rapidly expanding market area. The integration of features such as RF functions, voice, touch key and power management functions into its microcontroller range demonstrates this commitment to IOT product trends. Holtek's range of standard microcontroller products will continue to expand but alongside it will be the design of application specific products such as those for motor control, personal health care, home appliances and many others. With its long history of working alongside its customers to assist in the design their custom microcontrollers, Holtek welcomes product manufacturers to contact them to discuss new custom microcontroller design possibilities. Additionally, and as no functionally rich microcontroller is useful without an appropriate development platform, all of Holtek's products are fully supported by a comprehensive range of hardware and software development tools to simplify the designer product development process. Holtek's obligation to ISO compliance and its string of innovation awards and intellectual properties provide further evidence of the company's commitment to product development excellence.

Marketing Service Network

Holtek's range of semiconductor products is fully complemented by its extensive global marketing network with a sales presence in most parts of the world. Having established a large number of worldwide sales offices and agents, Holtek's global marketing structure is well placed to take advantage of any new market opportunities and trends as they arise.

Selecting Your Holtek Device

As the range of 8-bit and 32-bit microcontroller devices covers such a vast range of types and functions, Holtek recommends that customers consult its on-line "Product Selector" to assist them in their selection of the most suitable microcontroller for their specific application. With Holtek continually releasing new products onto the market, it should be noted that the website version, rather than the printed version of the selection guide, will contain the most up to date product information.

To use our MCU Product Selector and more tool information, please visit: <https://www.holtek.com>.

