



SILICON LABS

February 25, 2014

Silicon Labs Simplifies Embedded Development with Simplicity Studio Platform

Unified Simplicity Studio™ Ecosystem Supports ARM-Based EFM32™ Gecko MCUs and 8051-Based MCUs with Rich Toolset and IDE

NUREMBERG, Germany--(BUSINESS WIRE)-- [Silicon Labs](#) (NASDAQ: SLAB), a leader in high-performance, analog-intensive mixed-signal ICs, today introduced a new version of the [Simplicity Studio™ development ecosystem](#) that provides unified support for Silicon Labs' energy-friendly 32-bit [EFM32™ Gecko microcontrollers](#) (MCUs) and [8-bit MCUs](#). This new software release inherits the best features of the original Simplicity Studio by supporting more than 240 ARM®-based EFM32 MCUs shipping today while extending development support to Silicon Labs' 8051-based MCU products. The new Simplicity Studio platform also integrates an Eclipse-based integrated development environment (IDE) that supports both 32-bit and 8-bit embedded designs.

Simplicity Studio is designed to make the development process easier, faster and more efficient by providing embedded designers with everything they need to complete their projects, from initial concept to final product, in a single, simple-to-use platform. The Simplicity Studio platform has built-in intelligence to immediately detect the connected target MCU. Graphical hardware configuration tools automatically configure the MCU, freeing the developer from the time-consuming task of perusing technical documentation. Developers can get projects up and running in minutes with sample demos and application code examples.

Simplicity Studio enables Silicon Labs' MCU customers to develop on both 8- and 32-bit MCUs, without having to learn new software tools. This unified approach saves time and resources for customers needing both 8- and 32-bit MCUs and reduces the learning curve for new projects. Using Simplicity Studio, developers can explore Silicon Labs' entire MCU portfolio, product options and embedded design solutions. The platform helps developers select the right MCU for their applications, provides integrated links to purchase MCU products and development kits, and offers extensive training materials.

Embedded developers can use the integrated Simplicity IDE to develop and debug their firmware. The IDE supports Eclipse plugins, uses the Eclipse Debugger for C/C++, and supports Keil® and Gnu Compiler Collection (GCC) build tools. Silicon Labs also provides 8-bit MCU developers with Keil PK51 build tools at no charge. For customers who prefer the Keil µVision or IAR Embedded Workbench IDE, Simplicity Studio delivers seamless third-party tools support, allowing developers to launch their preferred IDE from inside Simplicity Studio.

Additional Simplicity Studio development tools help designers ease development by configuring MCU pin-out and peripheral placement and by generating C-code. The configuration tools also automatically resolve pin-out conflicts, saving the developer considerable time and effort.

To help developers optimize their 32-bit applications for energy efficiency, Simplicity Studio includes real-time energy profiling and analysis tools for estimating power consumption and balancing performance and energy efficiency. The energyAware Battery Calculator helps developers estimate current consumption and battery life. Developers can select EFM32 MCU Energy Modes and battery configuration and estimate power consumption before writing any code. The energyAware Profiler analyzes current consumption in real-time, quickly identifying areas of code that should be optimized if current draw is deemed to be too high.

To help developers find application-critical information and resources quickly and easily, Simplicity Studio provides one-click access to demos, software examples, data sheets, application notes, technical support and community forums. With everything embedded developers need in one place, they can spend less time searching for information and more time making progress on their applications.

"Simplicity Studio helps embedded developers take a major leap forward in productivity by integrating an entire suite of advanced software tools into a 'one-stop-shop' platform offering native support for Silicon Labs' 8- and 32-bit MCUs," said Geir Førre, senior vice president and general manager of Silicon Labs' MCU and wireless products. "Development has never been simpler now that embedded system designers can complete their projects in one unified development ecosystem from initial concept to final design."

Simplicity Studio supports seamless, web-based updates, greatly simplifying the process of adding extra support and features with new platform releases. As Simplicity Studio updates become available, developers can update software tools without having to reinstall the studio.

Simplicity Studio is available now to developers at no charge. Developers can download the Simplicity Studio development platform including the Simplicity IDE and development tools by visiting www.silabs.com/simplicity-studio.

About the Silicon Labs Microcontroller Portfolio

Silicon Labs' broad portfolios of 8- and 32-bit mixed-signal MCUs offer significant advantages in performance, size, cost and energy efficiency for a wide range of embedded applications including connected devices for the Internet of Things. Silicon Labs' EFM32 Gecko family - the industry's most energy-friendly 32-bit portfolio - includes nearly 250 MCU products based on ARM Cortex-M0+, M3 and M4 cores. Pin and software compatibility across the EFM32 portfolio enables developers to scale their embedded designs from cost-effective Cortex-M0+- based Zero Gecko MCUs to higher performance Wonder Gecko MCUs, leveraging the DSP and FPU-enabled Cortex-M4 core. Silicon Labs' diverse 8-bit MCU portfolio - built on a high-performance implementation of the 8051 architecture - includes 15 families and nearly 500 MCU products optimized for ultra-low-power, analog-intensive, small form factor, industrial, automotive, capacitive touch, smart interface and USB applications.

Silicon Labs

Silicon Labs is an industry leader in the innovation of high-performance, analog-intensive, mixed-signal ICs. Developed by a world-class engineering team with unsurpassed expertise in mixed-signal design, Silicon Labs' diverse portfolio of patented semiconductor solutions offers customers significant advantages in performance, size and power consumption. For more information about Silicon Labs, please visit www.silabs.com.

Cautionary Language

This press release may contain forward-looking statements based on Silicon Labs' current expectations. These forward-looking statements involve risks and uncertainties. A number of important factors could cause actual results to differ materially from those in the forward-looking statements. For a discussion of factors that could impact Silicon Labs' financial results and cause actual results to differ materially from those in the forward-looking statements, please refer to Silicon Labs' filings with the SEC. Silicon Labs disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Note to editors: EFM32, Simplicity Studio, Silicon Laboratories, Silicon Labs, the "S" symbol, the Silicon Laboratories logo and the Silicon Labs logo are trademarks of Silicon Laboratories Inc. All other product names noted herein may be trademarks of their respective holders.

Follow Silicon Labs on Twitter at <http://twitter.com/siliconlabs> and on Facebook at <http://www.facebook.com/siliconlabs>.

Explore Silicon Labs' diverse product portfolio at www.silabs.com/parametric-search.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140225005104/en/>

Silicon Labs
Dale Weisman, +1-512-532-5871
dale.weisman@silabs.com

or
[Publitek Technology PR](#)
Oliver Davies, +44 1225 470 000
oliver.davies@publitek.com

Source: Silicon Labs

News Provided by Acquire Media