

## Smart, simple solutions for the 10 most common design concerns

NXP's industry-leading portfolio of I<sup>2</sup>C-bus peripherals includes more than 400 easy-to-use solutions for everyday design problems, so you can focus on the bigger issues.

### Key features

- ▶ 4 Simple yet highly flexible two-wire architecture
  - Easily expandable
  - Fast time-to-market
- ▶ Broad selection (400+ products to choose from)
- ▶ Add peripherals without changing hardware
- ▶ Single access point for many different peripherals
- ▶ Easy upgrades with drop-in replacements
- ▶ True plug-and-play operation, in hardware and software
- ▶ Includes new Fast-mode Plus (Fm+) format
  - 126 of the same device on a single bus
  - Bus lengths over 100 m
  - 1-MHz frequency up to 540 pF

### Key benefits

- ▶ Faster time-to-market
- ▶ Lower overall cost
- ▶ More flexible design-in
- ▶ Continuous innovation from the inventor of the technology

NXP's I<sup>2</sup>C-bus peripherals are specially designed to make your engineering work simpler.

Part of the technology's popularity is its versatility, since it addresses the common points of design, regardless of application.

Consider, for example, the user interface of a cellular phone. It has several points in common with the user interface for an LCD TV or an industrial sorter – all require buttons or a keypad to control the application, and all need some form of display, typically built with LEDs, to communicate status. The I<sup>2</sup>C-bus makes it easy to implement any of these user interfaces, so designers can focus on bigger challenges.

We introduced the first I<sup>2</sup>C-bus device, as Philips, more than 20 years ago. Since then, this simple, flexible technology has become the connection of choice in such diverse markets as telecommunications, consumer electronics, and industrial applications.

Our I<sup>2</sup>C-bus web pages ([www.nxp.com/i2c](http://www.nxp.com/i2c)) provide extensive access to training resources, including a comprehensive handbook, application notes, information about evaluation kits and training programs, and links to application and design support.

NXP's I<sup>2</sup>C peripherals portfolio is grouped into ten families, one for each of the most common, everyday design concerns.



[www.nxp.com](http://www.nxp.com)

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