



NEWS RELEASE

Ambiq Apollo510 MCU Wins the Best Hardware Category at Embedded World 2024

2024-04-16

Ambiq VP of Architecture and Product Planning, Dan Cermak, and Founder and CTO, Scott Hanson, receive the Embedded Award for Apollo510 MCU under the Hardware category at the Embedded World award ceremony AUSTIN, Texas, April 16, 2024 – **Ambiq®**, a globally recognized leader in ultra-low power semiconductors that enable AI, has won the “Embedded Award for the Apollo510 MCU” under the Hardware category 2024.

Officially introduced on March 26, 2024, the Apollo510 MCU delivers 30x better power efficiency and 10x faster performance than previous generations for sophisticated AI applications performed on edge devices. The Embedded World Exhibition and Conference in Germany was the first public showcase where visitors had the opportunity to see the performance of the AI demonstrations firsthand.

Every year at Embedded World, a global platform with a view to the future of embedded technology, the world’s most innovative companies vie for the top honor in eight categories, including Hardware, Tools, Software, Embedded Vision, Safety & Security, Startup, Artificial Intelligence, and SoC / IP / IC Design. The hardware category contained the most submissions out of any category.

“What an amazing honor,” said Fumihide Esaka, CEO at Ambiq. “Thank you to the Embedded World Committee of judges for choosing the Apollo510 MCU as your top choice in Hardware. Embedded World gathers the best embedded technology from around the globe, and for Ambiq to stand out is truly humbling. The Apollo510 is our best microcontroller to date, and we can’t wait to see how developers enable meaningful and advanced AI edge devices with it.”

The Apollo510 MCU is currently sampling with customers, with general availability in Q4 this year. See the [Apollo510 MCU press release](#) or view the [Apollo510 product page](#) for more information.

About embedded World

The embedded World Exhibition&Conference provides a global platform and a place to meet for the entire embedded community, including leading experts, key players and industry associations. It offers unprecedented insight into the World of embedded systems, from components and modules to operating systems, hardware and software design, M2M communication, services, and various issues related to complex system design. Its expertise and sharp focus on technologies, processes and future-oriented products make it unparalleled in international comparisons – and THE must-attend event for developers, system architects, product managers and technical management.

Ambiq

Ambiq's mission is to develop the lowest-power semiconductor solutions to enable intelligent devices everywhere and drive a more energy-efficient, sustainable, and data-driven world. Ambiq has helped leading manufacturers worldwide create products that last weeks on a single charge (rather than days) while delivering a maximum feature set in compact industrial designs. Ambiq's goal is to take Artificial Intelligence (AI) where it has never gone before in mobile and portable devices, using Ambiq's advanced ultra-low power system on chip (SoC) solutions. Ambiq has shipped more than 230 million units. For more information, visit www.ambiq.com.

Contact

Charlene Wan

VP of Branding, Marketing, and Investor Relations

cwan@ambiq.com

+1.512.879.2850

Read Article in: [Japanese](#) | [Simplified Chinese](#) | [Traditional Chinese](#)