May 5, 2008

# Microchip Technology Announces Serial EEPROM Family On New Single I/O Bus

## UNI/O(TM) Memory Devices Are the First Single I/O EEPROMs to Support Any Data Rate from 10 - 100 kHz; The Only 1 - 16K EEPROMs Available in 3-pin SOT-23 Package

CHANDLER, Ariz.--(BUSINESS WIRE)--

Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analog semiconductors, today announced a new 10-member family of serial EEPROM devices with a single I/O bus interface. The devices are based upon Microchip's patented UNI/O(TM) memory-device protocol (refer to USPTO patent number 7,376,020; to be issued on May 20, 2008). The 11XX010, 11XX020, 11XX040, 11XX080 and 11XX160 are the first single I/O EEPROM devices that can support any data rate from 10 kHz to 100 kHz; and the only 1 Kbit, 2 Kbit, 4 Kbit, 8 Kbit and 16 Kbit EEPROMs available in a 3-pin SOT-23 package (in addition to other higher pin count packages). With their powerful combination of features and small-footprint packages, the devices and bus are well positioned to help designers reduce system size and cost.

The UNI/O bus and EEPROM devices were developed in response to market trends toward smaller consumer-electronic products with more features and functionality. With this new bus, only one I/O port is needed for communication between the EEPROM device and the microcontroller (MCU). As a result, a smaller MCU can be used, which reduces overall design size. Additionally, a smaller MCU means that smaller connectors can be used--a single I/O reduces the number of signals needed for communication with the EEPROM--which enables the use of a lower pin count connector.

"Microchip has over 30 years of knowledge and experience in serial non-volatile memory products, which we used to design an entirely new EEPROM family that is smaller and more versatile than any other EEPROM devices on the market," said Randy Drwinga, vice president of Microchip's Memory Products Division. "As we saw the need for mainstream serial EEPROM devices that only required a single I/O port for communication, we developed both the UNI/O memory devices and a new single I/O bus protocol to make this new product family a reality."

The UNI/O memory devices' small size and smallest possible I/O resource usage should not be mistaken for lower technology. These devices include advanced features previously only found on larger or more expensive devices, including status registers; software write protection for 1/4, 1/2 or full array; noise filtering, and robust ESD protection for the highest reliability.

With the ability to track the host MCU's serial data rate over the range of 10 kHz to 100 kHz, most clock frequencies used by the MCU can be supported. Evaluation is simplified because the UNI/O memory devices are available in 8-pin packages with pin-outs that overlay any

standard IP2PC(TM) or SPI EEPROM socket. This means that a customer's existing hardware can be used with the available UNI/O software drivers for a quick test.

Key applications for the UNI/O memory devices include portable/handheld and battery-powered devices in the Automotive (air bags, sensors and anti-lock brake systems); Medical (glucose test-strip calibration and various patient-monitoring devices); Consumer Electronic (printer cartridges, rechargeable batteries and PC Cards); and Industrial markets (portable instrumentation and data loggers), among others.

Development Support

The UNI/O memory devices are supported by the new MPLABP(R) PStarter Kit for Serial Memory Products (Part # DV243003) and the MPLAB PM3 Universal Device Programmer (Part # DV007004). These products are available at www.microchipdirect.com.

Additionally, software drivers are available for Microchip's PICP(R)P MCUs today, at www.microchip.com. Drivers for other popular MCUs are expected to be available in the future.

Part Numbers, Packaging, Pricing & Availability

The 1 Kbit through 16 Kbit devices are offered in two versions--the 11LCXX0 versions operate from 2.5V to 5.5V, and the 11AAXX0 versions operate from 1.8V to 5.5V. All of the 11XX010, 11XX020, 11XX040, 11XX080 and 11XX160 memory devices are available in 3-pin SOT-23 packages; as well as 8-pin PDIP, MSOP, SOIC and 2 x 3 mm TDFN packages. Pricing by density is $0.22 each for the 11XX010 devices; $0.23 each for the 11XX020 devices; $0.25 each for the 11XX040 devices; $0.28 each for the 11XX080 devices; and $0.31 each for the 11XX160 devices, all in 10,000-unit quantities.

Samples of the 11XX160 EEPROM devices are available today at http://sample.microchip.com, and volume-production quantities of these devices can be ordered today at www.microchipdirect.com. Samples of the 11XX010, 11XX020, 11XX040 and 11XX080 devices are expected to be available at http://sample.microchip.com in June, and volume-production quantities can be ordered in June at www.microchipdirect.com.

For further information, contact any Microchip sales representative or authorized worldwide distributor, or visit Microchip's Web site at www.microchip.com/unio.

Microchip Customer Support

Microchip is committed to supporting its customers by helping design engineers develop products faster and more efficiently. Customers can access four main service areas at www.microchip.com. The Support area provides a fast way to get questions answered; the Sample area offers free evaluation samples of any Microchip device; microchipDIRECT provides 24-hour pricing, ordering, inventory and credit for convenient purchasing of all Microchip devices and development tools; finally, the Training area educates customers through webinars, sign-ups for local seminar and workshop courses, and information about the annual MASTERs events held throughout the world.

About Microchip Technology

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller and analog semiconductors, providing low-risk product development, lower total system cost and

faster time to market for thousands of diverse customer applications worldwide. Headquartered in Chandler, Ariz., Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at www.microchip.com.

Note: The Microchip name and logo, MPLAB and PIC are registered trademarks of Microchip Technology Incorporated in the U.S.A. and other countries. UNI/O is a trademark of Microchip Technology Incorporated in the U.S.A. and other countries. All other trademarks mentioned herein are the property of their respective companies.

Note: Photo and Circuit Diagram available through editorial contact

Source: Microchip Technology Inc.