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Microchip Expands Its EUI-48(TM) Family With Cascadeable I2C(TM) EUI-48 Serial EEPROM Device

Designers Can Now Add MAC Addresses to Existing Applications On the Fly, Using Existing Board Layouts; No Programming, Serialization, Paying for or Registering Code

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, analog and Flash-IP solutions, today announced a new, cascadeable I^2C(TM) serial EEPROM device with pre-programmed EUI-48(TM)-node addresses. This 24AA025E48 device expands Microchip's existing family of EUI-48 devices in I^2C, SPI and UNI/O(R) buses. Also EUI-64(TM) compatible, the new device enables designers to add MAC addresses to their designs on the fly. The address pins on this device further enable designers to add more memory to their application, by allowing them to cascade up to eight EEPROM devices onto the I^2C bus. Designers can add these capabilities without changing their existing I^2C serial EEPROM device, and without having to pay for and register a block of code with the IEEE. Costs associated with serialization or programming are also eliminated, and the devices can be purchased without restrictions on volume, allowing designers to buy codes only when needed.

Networking and wireless applications often require large amounts of memory for buffering data, as well as storing information, look-up tables and configuration settings. These types of applications also need MAC addresses, to provide a physical address that is identifiable on the network. The 24AA025E48 device meets these needs, and each device ships with unique, write-protected code.

"As networking and wireless applications continue to grow over the next several years, the demand for MAC addresses is expected to follow," said Randy Drwinga, vice president of Microchip's Memory Products Division. "The 24AA025E48 device from Microchip provides quick and easy access to MAC addresses, at low costs. Its address pins enable users to quickly add an EUI-48 node address to an existing application, without replacing their current I^2C EEPROM device."

Development Support

The 24AA025E48 device is supported by the MPLAB(R) Starter Kit for Serial Memory Products (part #DV243003, $79.98). The kit is available for purchase today, at microchipDIRECT (http://www.microchip.com/get/D1N6).

Packaging, Pricing & Availability

The 24AA025E48 device is available in a 6-pin SOT-23 or 8-pin SOIC package, for $0.22 each in 10,000-unit quantities, for both package options. Samples can be ordered today

(http://www.microchip.com/get/50VU), and volume production quantities can be ordered at microchipDIRECT (http://www.microchip.com/get/SEE0). For further information, contact any Microchip sales representative or authorized worldwide distributor, or visit Microchip's Web site at http://www.microchip.com/get/LHJ4.

About Microchip Technology

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller, analog and Flash-IP solutions, 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 Web site (http://www.microchip.com/get/XXEM).

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