April 20, 2015

Audi Selects Microchip's MOST150 Technology for New Audi TT Virtual Cockpit System

Combined Digital Instrument Cluster and Multi Media Interface Employs Microchip's MOST150 INIC With USB for Seamless Connection to System-on-Chip

CHANDLER, Ariz., April 20, 2015 /PRNewswire/ -- **[NASDAQ: MCHP]** -- Microchip Technology Inc., a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that AUDI AG is networking the Audi virtual cockpit system in its new **TT Models** using MOST® technology. Specifically, it is deploying Microchip's OS81118 **MOST150 Intelligent Network Interface Controller (INIC)**, which provides 150 Mbps performance, supports all MOST network data types, and includes a High Speed USB 2.0 interface (PHY/HSIC) to seamlessly connect with the virtual cockpit's System-on-Chip processor.

To date, more than 150 million MOST devices have been installed in over 180 car models since 2001. AUDI AG and a host of other automakers have consistently chosen this technology for their infotainment networks because it provides high-bandwidth transport and audio streaming, software downloads, Ethernet Packet/Internet Protocol (IP), Synchronous, Isochronous and Control data with zero processor overhead, and proven electromagnetic-compatibility (EMC) behavior. This EMC performance is particularly good when combined with the optical physical layer that is utilized in the new Audi TT models. The MOST150 standard offers dedicated data channels with dedicated, application-specific hardware interfaces to simplify communication system designs and significantly reduce MCU software overhead. MOST technology also provides ultra-fast startup for immediate access to the vehicle's multimedia systems.

The **MOST Cooperation** standards enable automotive OEMs and their Tier 1 suppliers with a proven and well-supported methodology for defining and implementing their infotainment systems, including a standard physical layer and a robust method for system management and control with superior reliability and Quality of Service (QoS). Using MOST technology also results in reduced weight for easier compliance with environmental regulations.

"We are excited that Audi once again adopted MOST technology in its new TT car models," said Dan Termer, vice president of Microchip's Automotive Information Systems Division. "We are also grateful for Audi's contribution to the development of our OS81118 INIC, which is a great example of the many successful cooperative efforts between Audi and Microchip."

To learn more about Microchip's MOST technology products, visit: **http://www.microchip.com/MOST-042015a**.

Resources

High-res Images Available Through Flickr or Editorial Contact (feel free to publish):

- Chip Graphic: **http://www.microchip.com/Chip-Graphic-042015a**
- Block Diagram: **http://www.microchip.com/Block-Diagram-042015a**

Follow Microchip

- RSS Feed for Microchip Product News: **http://www.microchip.com/RSS-042015a**
- Twitter: **http://www.microchip.com/Twitter-042015a**
- Facebook: **http://www.microchip.com/Facebook-042015a**
- YouTube: **http://www.microchip.com/YouTube-042015a**

About Microchip Technology
Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller, mixed-signal, 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, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at **http://www.microchip.com/Homepage-042015a**.

Note: The Microchip name and logo, and MOST are registered trademarks of Microchip Technology Incorporated in the U.S.A. and other countries. All other trademarks mentioned herein are the property of their respective companies.

Tags / Keywords: MOST Networking Technology, Optical Physical Layer, EMC Immunity, 150 Mbps, INIC with Extended Features, All MOST Data Types, Control, Synchronous, Isochronous, MOST Ethernet Packet Chanel, Streaming, SPI, USB, Network Ports, USB 2.0, High Speed USB Device (PHY/HSIC), Standard SoC Interface

Editorial Contact:
Eric Lawson
480-792-7182
eric.lawson@microchip.com

Reader Inquiries:
1-888-624-7435
http://www.microchip.com/MOST-042015a

Logo - https://photos.prnewswire.com/prnh/20141115/158835LOGO

To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/audi-selects-microchips-most150-technology-for-new-audi-tt-virtual-cockpit-system-300068158.html

SOURCE Microchip Technology Inc.