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Kia Selects Microchip's MOST150 Devices for Telematics Service in Flagship Kia K900 Model's Infotainment Network

Luxury Sedan's Infotainment System Builds on Kia's Years of Experience With MOST® Networking Technology

CHANDLER, Ariz., June 16, 2015 /PRNewswire/ -- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that Kia Motors Corporation is enriching its infotainment system with powerful smart-phone connectivity in its flagship **Kia K900** luxury sedan (known as 'Quoris' in some countries), using Microchip's **OS81110 Intelligent Network Interface Controller** (INIC). Building on years of experience using Microchip's MOST® INICs, Kia adopted the latest MOST150 standard for the 2015 K900 in order to take advantage of its Internet-connectivity capabilities.

To learn more about Microchip's MOST networking products, visit **http://www.microchip.com/MOST-061615a**.

To date, more than 170 million MOST interface controllers have been installed in 184 car models since 2001. Kia and all major carmakers have for many years successfully implemented MOST technology in their multi-node infotainment networking systems, as it provides a field-proven, low-risk, whole-system solution. The MOST150 standard meets Kia's Internet-connectivity requirements. This latest version of MOST technology continues to predictably and efficiently transport video, audio, packet and control data throughout the vehicle without time-synchronization protocols, using dedicated channels for minimal processor overhead in the main infotainment control unit processors.

"MOST150 provides us with a platform on which to create systems that bring our customers' digital lives into the car," said Soon-Nam Lee, Vice President of Overseas Marketing Group, Kia Motors Corporation. "This technology enables our newest cars to seamlessly connect drivers and occupants to the Internet and the whole world outside the car."

"The K900 is Kia's flagship vehicle, and we are excited about their selection of our MOST150 devices for its infotainment system," said Dan Termer, Microchip's Automotive vice president. "Kia has been using MOST technology to create compelling systems for their customers for several years now, and the K900 showcases their latest achievements, where in-vehicle networking technology is a key differentiator."

MOST150 also provides 150 Mbps performance and proven electromagnetic-compatibility (EMC) behavior. All MOST INICs offer industry-standard hardware interfaces to processor and peripheral devices for the efficient routing of streaming, packet and control data, which greatly simplifies module designs. End users can immediately access the vehicle's infotainment system, due to the MOST INIC's ultra-fast network startup behavior.

The **MOST Cooperation** standards enable automotive OEMs and their Tier 1 suppliers with a proven and well-supported methodology for defining and implementing high-bandwidth infotainment and Advanced Driver Assistance (ADAS) 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.

Resources

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

- Chip Graphic: **http://www.microchip.com/Chip-Graphic-061615a**
- Block Diagram: **http://www.microchip.com/Block-Diagram-061615a**

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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-061615a**.

About Kia Motors Corporation
Kia Motors Corporation (www.kia.com) – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 3 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has around 49,000 employees worldwide and annual revenues of nearly US$45 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.

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