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Microchip's MOST150 Technology with Proven, Automotive-Ready, In-Car Ethernet Physical Layer Implemented in Volvo V90

MOST150 Technology Implemented in Third Volvo Model

CHANDLER, Ariz., April 5, 2016 /PRNewswire/ -- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that **MOST150 technology** has been implemented in the new Volvo V90. Volvo Cars has been utilizing Microchip's technology for many years and recently began utilizing MOST150, the latest MOST® technology from Microchip. MOST150 is the first standard to provide a proven, automotive-ready physical layer for Ethernet packet transport inside vehicles in accordance with the IEEE 802.3 Ethernet specifications. This is the third Volvo model where its infotainment system includes MOST150 technology.

"We are very pleased to see that Volvo Cars relies on the MOST150 technology in the new V90, just a couple of months after the release of the new S90 and XC90 with MOST150 technology," said Dan Termer, Microchip's automotive vice president. "Volvo Cars' continuous roll out of the latest MOST150 technology shows that this technology provides a reliable network platform for automotive infotainment systems."

MOST150 technology continues to meet Volvo Cars' high standards. When implemented, the technology reduces vehicle weight and offers high bandwidth communication. In addition, it creates a robust physical layer and proven EMC behavior. This latest version of MOST technology can transport video, audio, packet and control data with zero processor overhead and offers dedicated application-specific hardware interfaces to simplify data communication. In addition, the MOST technology networked infotainment system features ultra-fast system startup behavior to support early audio applications.

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 reduces weight for easier compliance with environmental regulations.
For more information about MOST150 technology, visit
http://www.microchip.com/VolvoV90_MOST1504934

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

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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/.**

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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

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