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Microchip Technology Launches Online Lighting Applications Design Center

Design Center Provides Tools & Resources to Help Designers Add Intelligence to Lighting Applications

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

Microchip Technology Inc. (NASDAQ:MCHP), a leading provider of microcontroller and analog semiconductors, today announced an online Lighting Applications Design Center (www.microchip.com/lighting). This comprehensive Web site provides a wide range of technical tools and resources that designers can use to add intelligence to lighting designs-- all in one, easy-to-reach place. Designers have full access to Microchip application notes and product information from the design center, including information related to its PIC(R) microcontrollers, dsPIC(R) Digital Signal Controllers (DSCs), analog and memory products, as well as development tools, and how they can be used to enhance the performance and efficiency of lighting applications.

New lighting technologies, such as solid-state Light Emitting Diode (LED) lighting technology, dimmable fluorescent ballasts and High Intensity Discharge (HID) lamp ballasts, demand increased performance with greater energy efficiency. The flexibility of Microchip's low-cost digital, analog and memory products enables designers to add intelligence to lighting applications quickly, with little expense. Benefits of intelligent lighting applications include increased energy savings, prolonged product life, improved light quality and safety, reduced component counts, remote control and diagnostic capabilities, as well as the ability to easily adapt existing lighting designs to this fast-evolving market.

"Industry trends toward more energy-efficient light sources with increased functionality drove the development of our Lighting Applications Design Center," said Lucio Di Jasio, manager of Microchip's Application Segments Group. "Additionally, Microchip sees a large opportunity for new and innovative lighting applications that require electronic intelligence to deliver improved quality of light, energy efficiency, as well as reduced design cost and complexity. We are pleased to support designers in the creation of next-generation lighting applications."

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

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.

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