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Registration Open for Microchip's Worldwide Embedded Designer's Forums

Designers Can Learn to Enhance Their Embedded Designs With the Latest Low-Power, Connectivity and User-Interface Technologies

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analog semiconductors, today opened registration for its [Embedded Designer's Forum \(EDF\)](http://www.microchip.com/EDF), a worldwide series of technical learning events focused on innovative technologies that will help designers stay ahead in today's competitive environment. The forums will run from October 2009 through February 2010 at 120 locations across North America, Europe, South Africa, Australia, New Zealand, China, Japan, Taiwan, Korea, ASEAN and India. All attendees will receive a substantial discount on select Microchip development tools, as well as a free, hands-on training class at any of Microchip's 37 worldwide [Regional Training Centers](http://www.microchip.com/EDF). To register or for more information, please visit <http://www.microchip.com/EDF>.

Showcasing the latest PIC^(R) microcontroller (MCU) technologies, the Embedded Designer's Forums will teach designers how to add more features and functionality to their designs, for lower system costs and faster time to market. Each forum will include the following sessions:

- Lower Your System Power With the World's Lowest Sleep Power MCU
- Getting the Most Out of the New 32 MHz PIC16F Enhanced 8-bit Core MCUs
- Expand Your Application With PIC32 32-bit Performance
- Add LCD and Graphics Displays to Your Products
- Improve Your User Interfaces Using Touch-Sense Technology
- Integrate USB Connectivity Into Your Embedded Design

"Today's embedded designers are tasked to do more with less, at lower costs and in less time," said Ken Pye, vice president of Worldwide Applications Engineering for Microchip.

Pye continued, "Our Embedded Designer's Forums are designed to enable them to accomplish these goals. Whether it is learning how to develop extremely low-power designs, or enhancing user interfaces with touch sensing and graphic displays, the Forums will give designers an edge to quickly differentiate their products in the marketplace."

EDF attendees will see demos of Microchip's easy-to-use development tools and free software libraries. Discounted tools include the MPLAB Starter Kits for PIC18 8-bit, PIC24F 16-bit, and PIC32 32-bit MCUs; the F1 Evaluation Platform for Enhanced 8-bit PIC MCUs; the [mTouch\(TM\)](http://www.microchip.com/EDF) Capacitive Touch Evaluation Kit; and the PICkit(TM) 3 Debug Express.

For a limited time, the new XLP 16-bit Development Board--not available for purchase by the general market until December 2009--will be offered to EDF attendees on an exclusive basis. For further information, contact any Microchip sales representative or authorized worldwide distributor, or visit Microchip's Web site at <http://www.microchip.com/EDF>.

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 <http://www.microchip.com>.

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