

August 21, 2017



# Microchip Extends Custom Programming Service to Include AVR® and SAM Microcontrollers

## Manufacturer-Direct Programming is Now Available for More Than 30 AVR and SAM MCU Families Through microchipDIRECT

CHANDLER, Ariz., Aug. 21, 2017 (GLOBE NEWSWIRE) -- Microchip Technology Inc. (NASDAQ:MCHP), has expanded its custom programming service to include AVR® and SAM microcontrollers (MCUs). For the first time ever, users can add their custom code to MCUs from more than 30 AVR and SAM families, along with nearly all PIC® MCUs and memory devices, directly from the manufacturer via microchipDIRECT. Microchip is the only company in the industry that provides an online custom programming service to all of its clients. For more information about this custom programming service, visit: [www.microchipdirect.com/avr-sam-programming.html](http://www.microchipdirect.com/avr-sam-programming.html)

Microchip's custom programming service, which has been widely successful with PIC microcontrollers and memory devices over the past decade, is available to any client regardless of their order size and can be used throughout the development process. From very small runs to verify that the code is working, all the way up through full-scale production runs, this cost-effective programming service offers customers the flexibility to add their code to any order size, from one device to millions. Additionally, each first verification order is complimentary and includes three free samples programmed to each client's exact specifications.

To get started, clients simply choose their part number on microchipDIRECT and then add their code and other configuration settings, shown on the intuitive online form, directly into the encrypted website. The MCUs will then be programmed directly by Microchip with no need to involve a third party programming or manufacturing facility, thus eliminating the risk of code exposure during the programming process.

"No other manufacturer makes it easier or faster for clients to securely add custom code to their microcontrollers and memory devices," said Mitch Little, vice president of worldwide sales and applications at Microchip. "Being able to both program and purchase devices through microchipDIRECT truly makes it a one-stop shop that greatly enhances the purchasing experience for our clients while decreasing their risk of code exposure."

In addition to custom programming services, microchipDIRECT also offers value-added services such as tape and reeling, labels, ink dotting and more. With the largest inventory of Microchip products in the industry, microchipDIRECT provides a full service channel for all purchasing needs. The mobile-optimized website also offers global support in ten languages, volume pricing, live service agents, numerous payment options and order notifications for

customer convenience. For more information or to begin purchasing, visit [www.microchipdirect.com](http://www.microchipdirect.com).

Custom programming directly from Microchip is available for nearly all PIC MCUs and more than 30 AVR and SAM families with additional device support rolling out over the next year. For a full list of supported devices and pricing, please visit: [www.microchipdirect.com/programming/CPNPricingFrame.aspx](http://www.microchipdirect.com/programming/CPNPricingFrame.aspx)

## Resources

High-res images available through Flickr or editorial contact (feel free to publish):

- Graphic: [www.flickr.com/photos/microchiptechnology/36545577916/](http://www.flickr.com/photos/microchiptechnology/36545577916/)

## 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 [www.microchip.com](http://www.microchip.com).

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Source: Microchip Technology Incorporated