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BMW Implements Microchip's MOST® Technology to Power New BMW 2 Series Active Tourer Model's Infotainment System

Broadens Deployment From Premium Vehicles to Volume Car Models; Began Using MOST Technology in 2001 for Infotainment Networks

CHANDLER, Ariz., April 14, 2015 /PRNewswire/ -- [NASDAQ: MCHP] — Microchip Technology Inc., a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that the BMW Group is continuing to broaden the proliferation of MOST® technology in its vehicle infotainment networks, using Microchip's **Intelligent Network Interface Controllers (INICs)**. The **BMW 2 Series Active Tourer** is BMW's latest volume car model to implement MOST technology, following the company's wide deployment among its premium models, which began in 2001.

To date, more than 150 million MOST devices have been installed in over 180 car models since 2001. BMW and a host of other automakers have consistently chosen this technology for their infotainment networks because it provides high-bandwidth transport and streaming of Audio, Packet/Internet Protocol (IP) and Control data with zero processor overhead and proven electromagnetic-compatibility (EMC) behavior. Additionally, MOST technology offers dedicated channels for this data with dedicated, application-specific hardware interfaces, to simplify communication system designs. For drivers and their passengers, MOST technology provides ultra-fast startup for immediate access to their multimedia systems.

The **MOST Cooperation** standards enable automotive OEMs and their Tier 1 suppliers with a proven and well-supported methodology for defining and implementing their infotainment 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.

"We are gratified that BMW has once again deployed MOST technology in its new BMW 2 Series Active Tourer," said Microchip COO Ganesh Moorthy. "This is another example of MOST technology migrating from premium to volume car models for the reliable distribution of data within the vehicle."

To learn more about Microchip's MOST technology products, visit: **http://www.microchip.com/INICs-041415a**.

Resources

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

- MOST Logo: **http://www.microchip.com/Logo-041415a**
- INIC Chip Graphic: **http://www.microchip.com/Graphic-041415a**

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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/Homepage-041415a**.

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Tags / Keywords: MOST Network Technology, Weight Reduction, Plastic Optical Fibre, Highest EMC Immunity, Always Online

Editorial Contact:	**Reader Inquiries:**
Eric Lawson	1-888-624-7435
480-792-7182	**http://www.microchip.com/INICs-041415a**
eric.lawson@microchip.com	

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