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Microchip Enables Cost-Efficient CI+ Based Pay TV in Automotive Infotainment Networks Via Broad MOST® Technology Device Portfolio

MOST Cooperation Standardization Organization Releases Specification for CI+ Content Protection Transmission Over MOST Automotive Multimedia Networks

CHANDLER, Ariz., Oct. 13, 2015 /PRNewswire/ -- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that system designers using the de-facto industry standard, [MOST® technology](#), in their automotive infotainment networks can now leverage Microchip's broad product portfolio of MOST networking products to quickly bring cost-efficient CI+-based Pay TV to their cars. The MOST Cooperation recently released its latest MOST Stream Transmission Specification, which includes support for the MOST CI+ Interim License Agreement issued by [CI Plus LLP](#). CI+ is a technical specification that provides additional security and features to the proven DVB Common Interface Standard, and now allows a MOST network to transport CI+ protected content using Digital Transmission Content Protection (DTCP). According to CI Plus, CI+ compatible consumer electronic devices, such as integrated digital televisions and set-top boxes, can access a wide range of Pay TV Services via plug-in CI+ Modules, wherever the CI+ technology is supported by the local Pay TV provider.



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To learn more about Microchip's MOST networking products, visit <http://www.microchip.com/MOST-101315a>.

"We are proud to offer our customers a complete, easy-to-use, cost-efficient solution to transport the latest CI+ protected digital video inside automobiles," said Dan Termer, vice president of Microchip's Automotive Information Systems Division. "Once again, this

demonstrates Microchip's close collaboration with our customers and commitment to listening to their needs."

On the leading edge of the latest innovations in automotive infotainment, Microchip currently offers **[MOST Intelligent Network Interface Controllers](#)** (INICs) that support high-quality video streaming, as defined by the latest MOST Stream Transmission Specification. In addition, the approved content protection schemes for DTCP implemented in Microchip's **[MOST Multimedia Companion ICs](#)** allow the transport of CI+ protected content. Microchip's free **[DTCP software stack](#)** completes the one-stop solution for transmitting the latest digital video content inside the car.

Resources

High-res MOST Technology Logo Available Through Flickr or Editorial Contact (feel free to publish): <http://www.microchip.com/Logo-070715a>

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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-101315a>.

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