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Audi Selects Microchip's MOST150 Technology for New Audi Q7 SUV's Virtual Cockpit Infotainment System

Audi's Second Combined Digital Instrument Cluster and Multi Media Interface to Employ Microchip's MOST150 INICs With USB for Seamless Connection to System-on-Chip

CHANDLER, Ariz., Aug. 11, 2015 /PRNewswire/ -- **[NASDAQ: MCHP]** — Microchip Technology Inc., a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that AUDI AG is networking the Audi virtual cockpit system in its new high-class **Q7 SUV Models** using MOST® technology, following a similar deployment in its TT Coupe Models. Specifically, Audi is utilizing Microchip's OS81110 and OS81118 **MOST150 Intelligent Network Interface Controllers (INICs)**, which provide 150 Mbps performance and support all MOST network data types. The OS81118 also includes a High Speed USB 2.0 interface (PHY/HSIC), to seamlessly connect with the virtual cockpit's System-on-Chip processor.

To learn more about Microchip's MOST networking products, visit **http://www.microchip.com/MOST-072115a**.

To date, more than 170 million MOST interface controllers have been installed in 184 car models since 2001. Audi and all major carmakers have for many years successfully implemented MOST technology in their multi-node infotainment networking systems, as it provides a field-proven, low-risk, whole-system solution. The MOST150 standard also provides Ethernet or Internet-protocol networking capabilities. This latest version of MOST technology continues to predictably and efficiently transport video, audio, packet and control data throughout the vehicle without time-synchronization protocols, using dedicated channels for minimal processor overhead in the main infotainment control unit processors.

"We are very grateful that Audi has once again adopted MOST150 Technology, this time in its new Q7 SUV model," said Dan Termer, Microchip's Automotive vice president.

MOST150 also provides 150 Mbps performance and proven electromagnetic-compatibility (EMC) behavior. All MOST INICs offer industry-standard hardware interfaces to processor and peripheral devices for the efficient routing of streaming, packet and control data, which greatly simplifies module designs. End users can immediately access the vehicle's infotainment system, due to the MOST INIC's ultra-fast network startup behavior.

The **MOST Cooperation** standards enable automotive OEMs and their Tier 1 suppliers with a proven and well-supported methodology for defining and implementing high-bandwidth infotainment and Advanced Driver Assistance (ADAS) 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.

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

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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-072115a**.

Tags / Keywords: MOST Networking Technology, Optical Physical Layer, EMC Immunity, 150 Mbps, INIC with Extended Features, All MOST Data Types, Control, Synchronous, Isochronous, MOST Ethernet Packet Chanel, Streaming, SPI, USB, Network Ports, USB 2.0, High Speed USB Device (PHY/HSIC), Standard SoC Interface

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