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Microchip Enables Easy Development of Accessories for iPod and iPhone With Kits and Software

Development Kits Speed Accessory Designs for iPod and iPhone Using 8-, 16- and 32-bit PIC[R] Microcontrollers

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analog semiconductors, today announced three development kits that enable the rapid design of accessories for iPod and iPhone using Microchip's vast portfolio of PIC[R] microcontrollers. The kits provide examples of the hardware and software required to implement applications, such as digital-audio sound systems, docking stations and a multitude of new accessories that can leverage the infrastructure for iPod and iPhone.

"Microchip's development kits help designers of accessories for iPod and iPhone bring innovative products to market faster," said Mitch Obolsky, vice president of Microchip's Advanced Microcontroller Architecture Division. "With thousands of potential new applications for iPod and iPhone, these kits simplify the entire process for developers."

Designers who take advantage of these tools will find that they can easily tap into Microchip's portfolio of more than 650 8-, 16- and 32-bit microcontrollers. The PIC MCU family includes nanoWatt XLP Technology for the world's lowest power consumption, enabling longer battery life. Additionally, a host of integrated analog and digital peripherals enable the design of differentiated accessories. All PIC microcontrollers are supported with the unified MPLAB[R] Integrated Development Environment to ease migration between different devices.

Microchip also provides a no-cost-license software library to support the development of accessories for iPod and iPhone. The library allows designers to easily interface their application with iPod or iPhone, which speeds time to market for their end products.

For more information on Microchip's development kits, visit:
http://www.microchip.com/get/T7DV.

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, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website (http://www.microchip.com/get/D7E4).

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