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Microchip Technology Rolls Out Low-Power I2C(TM) Digital Potentiometers

7-bit Devices Feature Static Current Consumption of 2.5 µA (typ.);

Are Available in 5- and 6-pin SC-70 Packages

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analog semiconductors, today announced the MCP4017/8/9 (MCP401X) family of I^2C(TM) digital potentiometers. The low-power 7-bit devices feature static current consumption of just 2.5 microamperes and are specified over the extended industrial temperature range of -40 to 125 degrees Celsius. They are available in 5- and 6-pin SC-70 packages.

Unlike mechanical potentiometers, the MCP401X devices can be controlled digitally, through an I^2C interface. This eliminates the need for human interaction, which increases system reliability, accuracy, flexibility and manufacturing throughput while decreasing manufacturing costs. Digital control also provides more system flexibility than mechanical control. Additionally, their low static current consumption helps to extend battery life in a variety of consumer and industrial applications.

"The MCP401X devices represent a significant expansion of Microchip's digital potentiometer family," said Bryan Liddiard, vice president of marketing with Microchip's Analog and Interface Products Division. "Designers' applications can also benefit from the low-power advantages of Microchip's I^2C digital potentiometers."

John Austin, senior product marketing manager with Microchip's Analog and Interface Products Division, continued, "With extended temperature range operation and availability in many industry-standard packages, these devices are expected to help designers meet and exceed demands for smaller, more accurate and less expensive designs."

Key consumer and industrial applications for the MCP401X digital potentiometers include power-supply trim and calibration, set-point and process control, closed-loop servo control, PC peripherals, portable instrumentation, instrumentation offset adjust and signal conditioning.

Package Options & Pricing

The MCP4017 and MCP4019 devices are available in a 5-pin SC-70 package, with the MCP4018 available in a 6-pin SC-70 package. All devices and package options are priced at $0.37 each in 10,000-unit quantities. Samples and volume-production quantities can be ordered today at http://sample.microchip.com and http://www.microchipdirect.com, respectively. For further information, contact any Microchip sales representative or

authorized worldwide distributor, or visit Microchip's Web site at http://www.microchip.com/digipots.

Microchip Customer Support

Microchip is committed to supporting its customers by helping design engineers develop products faster and more efficiently. Customers can access four main service areas at http://www.microchip.com. The Support area provides a fast way to get questions answered; the Sample area offers evaluation samples of any Microchip device; microchipDIRECT provides 24-hour pricing, ordering, inventory and credit for convenient purchasing of all Microchip devices and development tools; finally, the Training area educates customers through webinars, sign-ups for local seminar and workshop courses, and information about the annual MASTERs events held throughout the world.

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, Ariz., Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at http://www.microchip.com.

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Tags / Keywords: Microchip, analog, digital potentiometer, 7-bit, I^2C, volatile, power-supply trim, calibration, set-point, process control, closed-loop servo control, PC peripherals, portable instrumentation, offset adjust, signal conditioning

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