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Registration is Under Way for Microchip Technology's 11th Annual Worldwide Strategic Technical Exchange Conference

Microchip's Annual Strategic Technical Exchange and Review (MASTERS), August 8 - 11, 2007 at Phoenix Resort Gives Engineers Extensive Training in Designing Embedded Systems

CHANDLER, Ariz.--(BUSINESS WIRE)--

Microchip Technology Inc. (NASDAQ:MCHP), a leading provider of microcontroller and analog semiconductors, today announced it is accepting registrations for its 11th annual Worldwide MASTERS Conference at the JW Marriott Desert Ridge Resort & Spa in Phoenix, Arizona, with the main Conference taking place from August 8 - 11, and a Pre-Conference on August 6 and 7, 2007.

A valuable resource for designing with Microchip products, the MASTERS Conference provides design engineers with an annual forum for sharing and exchanging technical information on the Company's 8-bit and 16-bit PIC(R) microcontrollers, high-performance analog and interface solutions, 16-bit dsPIC(R) digital signal controllers (DSCs), KEELOQ(R) security devices, memory products, and MPLAB(R) development systems.

MASTERS is an in-depth, bi-directional exchange of technical information between Microchip subject-matter experts and the Company's technical partners, including consultants, customers, third parties, distributor FAEs and design houses. Topics presented cover a broad range of subjects, from board layout topologies to real-life reference designs and embedded applications.

Class offerings for 2007 have expanded to meet the growing needs of design engineers and engineering managers, with 101 classes being offered--52 of which are new and 24 are updated. The new classes are expected to give attendees an opportunity to learn about Microchip's latest product offerings and upcoming roadmaps. In addition to lecture-based classes, there are 66 hands-on workshops that enable attendees to practice what they have learned. Since the course materials are geared to varying skill levels, a rating system is on the registration form. Classes are rated from "1" to "5." A designation of "1" requires only basic understanding of the topic, whereas a "5" is appropriate for engineers with advanced experience and/or knowledge in the concepts and basics of the technology being discussed in that class.

Based on its overwhelming success at last year's MASTERS, Microchip is again offering a two-day Pre-Conference for those who wish to attend as many classes as possible during the week. These classes are designed for beginner and advanced attendees. For example, "Introduction to Embedded Programming Using C" is a two-day, 16-hour step-by-step crash course in C, with practical hands-on exercises.

MASTERS classes cover the gamut of electronic engineering topics, including hands-on sessions offering instruction for object-oriented programming of PIC microcontrollers and how to do battery authentication, courses on designing LED and LCD display systems, and classes on how to add Ethernet, USB and ZigBee(TM) protocol communication to embedded designs. In addition, there are hands-on workshops that show how to create intelligent power supplies and how to take full advantage of the dsPIC DSC for speech-processing applications.

Additional activities include networking sessions between consultants and attendees to discuss relevant design topics, meeting with third-party development tool experts and a simulated wafer fab plant tour. Extracurricular events include a "Moonbase 2020" interactive demonstration from the Challenger Space Center, "hover mouse" building and races, Arizona Magician performances, a robot competition, Scalextric digital slot cars, casino tables, and sports-bar and video games.

"Microchip has continued to expand the breadth and depth of technical courses offered through its training programs that are specifically designed for embedded systems engineers," said Ken Pye, vice president of worldwide applications engineering for Microchip. "The ever-increasing number of attendees, year over year, at this Conference shows that Microchip is providing valuable design knowledge that solves today's most challenging embedded-control design issues. In addition to learning from Microchip's experts and course instructors, attendees benefit from the hands-on workshops and--by sharing their design expertise with other world-class engineers--contribute to this annual opportunity to learn new techniques and gain professional development."

The Conference is ideal for those who are looking for solutions to embedded-control challenges or in-depth education on Microchip's products. Design engineers and engineering managers benefit from the Conference by learning about solutions and interfacing with the Microchip architects and developers. Engineers graduating from the MASTERS program are equipped to go out and use Microchip products to their full advantage.

Registration & Pricing Info

Entry to the MASTERS Conference courses, a CD-ROM with all class material, and three-night accommodations with meals and evening entertainment are included in the Conference cost of \$1,195 USD, with all payments due by July 27. Registrations submitted by April 27 will receive a \$100 discount (with payment due May 31), and all potential attendees must register by July 25. Complete information regarding the MASTERS Conference can be found online at: www.microchip.com/masters.

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 www.microchip.com. The Support area provides a fast way to get questions answered; the Sample area offers free 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

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 at www.microchip.com.

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Source: Microchip Technology Inc.