

February 24, 2015



Microchip's New Motion Module Makes Motion Monitoring Easy

MM7150 Motion Co-Processor Combined With Motion Sensors

CHANDLER, Ariz., Feb. 24, 2015 /PRNewswire/ -- **[NASDAQ: MCHP]** — Microchip Technology Inc., a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced from the Embedded World conference in Germany the [**MM7150 Motion Module**](#)—which combines Microchip's SSC7150 motion co-processor combined with 9-axis sensors, including accelerometer, magnetometer and gyroscope in a small, easy to use form factor. With a simple I²C™ connection to most MCUs/MPUs, embedded/Internet of Things (IoT) applications can easily tap into the module's advanced motion and position data.



View a brief presentation: <http://www.microchip.com/MM7150-Press-Presentation-022415a>

The motion module contains Microchip's SSC7150 motion co-processor which is pre-programmed with sophisticated sensor fusion algorithms which intelligently filter, compensate, and combine the raw sensor data to provide highly accurate position and orientation information. The small form factor module is self-calibrating during operation utilizing data from the pre-populated sensors; Bosch BMC150 (6 axis digital compass) and the BMG160 (3 axis Gyroscope). The MM7150 motion module is single sided to be easily soldered down during the manufacturing process. Microchip makes it easy to develop motion applications for a variety of products using their [**MM7150 PICtail™ Plus Daughter Board**](#). The MM7150 Motion Module is well suited for a wide range of applications in the embedded (e.g., portable devices, robotics), industrial (e.g., commercial trucks, industrial automation, patient tracking, smart farming), consumer-electronics markets (e.g., IoT, remote controls, gaming devices, toys, wearable devices), among others.

"Our new motion module makes it easy and cost effective to add motion capability to an endless variety of embedded and IoT applications," said Patrick Johnson, vice president of Microchip's Computing Products Group. "Because the MM7150 motion module is pre-programmed with the key algorithms, virtually anyone can add this capability without needing to spend years becoming motion experts."

Development Support

The MM7150 is supported by the [MM7150 PICtail™ Plus Daughter Board](#) (AC243007 \$50.00) that plugs directly into [Microchip's Explorer 16 Development Board](#) (part # DM240001, \$129.99) to enable quick and easy prototyping utilizing Microchip's extensive installed base of PIC® microcontrollers.

Pricing & Availability

Microchip's MM7150 is available now in a 17 mm x 17 mm body and is priced at \$26.76 each in 1,000 unit quantities.

For additional information, contact any Microchip sales representative or authorized worldwide distributor, or visit Microchip's Web site at <http://www.microchip.com/MM7150-Page-022415a>. To purchase products mentioned in this press release, go to [microchipDIRECT](#) or contact one of Microchip's authorized distribution partners.

Resources

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

- Motion Module Photo: <http://www.microchip.com/Motion-Module-Graphic-022415a>
- Module Photo With Callout Descriptions: <http://www.microchip.com/Labeled-Module-Graphic-022415a>
- MM7150 PICtail Plus Daughter Board Photo: <http://www.microchip.com/MM7150-PICtail-Plus-Graphic-022415a>
- Follow Microchip:
- RSS Feed for Microchip Product News: <http://www.microchip.com/RSS-Feed-022415a>
- Twitter: <http://www.microchip.com/Twitter-022415a>
- Facebook: <http://www.microchip.com/Facebook-022415a>
- YouTube: <http://www.microchip.com/YouTube-022415a>

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-022415a>.

Note: The Microchip name and logo, and PIC are registered trademarks of Microchip Technology Incorporated in the U.S.A. and other countries. PICtail is a trademark of Microchip Technology Inc. in the U.S.A. and other countries. All other trademarks mentioned herein are the property of their respective companies.

Tags / Keywords: [Sensor Fusion](#), [Internet of Things](#), [IoT](#), [Motion Co-Processor](#), [Motion Module](#), [Self-Calibrating](#), [Magnetic Calibration](#), [Hard Iron Correction](#), [Soft Iron Correction](#), [9-Axis](#), [9 DOF](#), [MEMs](#), [Sensor Algorithms](#), [3D Motion](#), [Sensor Hub](#)

Editorial Contact:

Eric Lawson
480-792-7182
eric.lawson@microchip.com

Reader Inquiries:

1-888-624-7435
<http://www.microchip.com/MM7150-Page-022415a>

Logo - <https://photos.prnewswire.com/prnh/20141115/158835LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/microchips-new-motion-module-makes-motion-monitoring-easy-300040186.html>

SOURCE Microchip Technology Inc.