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Microchip's MOST150 Technology implemented in the new Volvo S90

MOST150 Technology Continues to Provide Proven, Automotive-Ready In-Car Ethernet Physical Layer

CHANDLER, Ariz., Jan. 19, 2016 /PRNewswire/ -- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that **MOST150 Technology** has been implemented in the new Volvo S90. This is the second Volvo model where its infotainment system includes MOST150 technology. Volvo Cars has been utilizing Microchip's technology for many years and recently began utilizing MOST150, the latest MOST® technology from Microchip. MOST150 is the first standard to provide a proven, automotive-ready physical layer for Ethernet packet transport inside vehicles in accordance with the IEEE 802.3 Ethernet specifications.

To learn more about Microchip's MOST networking products, visit:
http://www.microchip.com/MOST--011916a

The MOST150 standard continues to meet Volvo Cars´ bandwidth demands. This latest version of MOST technology can transport video, audio, packet and control data with zero processor overhead and offers dedicated application specific hardware interfaces to simplify data communication. MOST150 also offers a robust and proven method of system management and control with superior and reliable Quality of Service (QoS). In addition, the MOST technology networked infotainment system features ultrafast system startup behavior to support early audio applications.

"We are very pleased to see Volvo Cars continuing the roll out of the latest MOST150 technology to the new S90, just a couple of months after the release of the new XC90 with MOST150 Technology," said Dan Termer, Microchip's Automotive vice president. "Volvo Cars' ongoing deployment demonstrates that MOST technology continues to be the de-facto standard for automotive infotainment networks."

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 reduces 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-011916a.**

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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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