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Rollout of Microchip's MOST50 Networking Devices for Infotainment Systems Continues With New Lexus GS Deployment

Lexus' Premium Surround Sound Audio System Enabled by MOST50 INICs for Transporting Video, Audio, Packet and Control Data throughout the Vehicle

CHANDLER, Ariz., Sept. 12, 2016 /PRNewswire/ -- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that its **MOST50** Intelligent Network Interface Controllers (INICs) are powering the infotainment systems of Toyota Motor Corporation's new Lexus GS line of luxury sedans. The new GS line is the latest Toyota brand to use MOST50 in their infotainment system. The Lexus GS is using Microchip's **OS81092** INIC. The carmaker is one of more than 30 manufacturers to rely on Media Oriented Systems Transport (MOST®) technology to transport video, audio, packet and control data throughout the vehicle.

"Audio quality is clearly important to Toyota, who promotes the Lexus GS audio system as 'home-audio-system quality in your home away from home'," said Dan Termer, vice president of Microchip's Automotive Information Systems Division. "MOST technology delivers through pure digital audio transmission from source to sink—and does so cost effectively, allowing simultaneous transmission of audio and control over a single cable."

Microchip's MOST technology, used in over 200 car models across the globe, features an electrical Physical Layer (ePHY) that is optimized for use with Unshielded Twisted Pair (UTP) copper wire. The result is a system that can predictably and efficiently transport video, audio, packet and control data without time synchronization protocols, using dedicated channels for minimal processor overhead in the main infotainment control unit. The remote-connection-management and remote-control capabilities of the MOST INICs enable further options including the ability to build slim (processor-less) network nodes.

MOST INICs also provide industry-standard hardware interfaces to processor and peripheral devices for the efficient routing of information, which greatly simplifies module designs. End users can immediately use the vehicle's infotainment system, due to the MOST INIC's ultra-fast network startup feature.

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 results in reduced weight for easier compliance with environmental regulations.

To facilitate development, MOST technology comes with a complete ecosystem of tools, software and support: tools vendors include OptoLyzer MOCCA family and OptoLyzer Studio, both from K2L; the software stack can be MOST Linux® driver, MOST NetServices or DTCP-Stack; schematics and layout reviews such as MOST Check are available; and multimedia companion IC products include video encoding, DTCP content protection, I/O expansion and power management.

To learn more about Microchip's MOST networking products, visit **http://www.microchip.com/LexusGS_MOST501672**.

Resources

High-res image available through Flickr or editorial contact (feel free to publish):

- MOST Logo:
  https://www.flickr.com/photos/microchiptechnology/15692311929/sizes/l/

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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 **www.microchip.com**.

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Tags / Keywords: High Speed Networking, MOST Networking Technology, Infotainment System, Networked Infotainment System, Premium Sound, Telematics Control Unit, Electrical Physical Layer, ePHY, EMC Immunity, MOST50, Multi-channel Audio, Car Navigation, In-vehicle Networking, Connectivity, QoS

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