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Microchip Technology Announces System Integration Demonstration Board

PICDEM(TM) System Management Kit Integrates Multiple System Functions Into a Programmable Solution

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

Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analog semiconductors, today announced the PICDEM(TM) System Management Kit, a demonstration and training tool for individuals designing larger, computer-based systems. The PICDEM System Management board integrates common functions, such as a dedicated Real-Time Clock (RTC), serial EEPROM, thermal-management, Analog-to-Digital Converter (ADC) and power sequencing into a single PIC(R) microcontroller. Many complex, multifunction systems can benefit from a single PIC microcontroller programmed to perform these tasks.

The PICDEM System Management Kit also includes a PICkit(TM) Serial Analyzer, to demonstrate how the functions can be managed and monitored through a serial communications interface. The PICkit Serial Analyzer is a low-cost development tool that allows communication between a PC and the serial protocol of the system under test.

"There are many embedded applications that could stand to benefit from the cost and performance advantages that a PIC microcontroller can provide in large systems," said Derek Carlson, vice president of Microchip Development Tools. "With the PICDEM System Management Kit, Microchip makes it easy to perform consolidation using peripheral-rich PIC microcontrollers."

Training

In addition to being able to purchase the stand-alone PICDEM System Management Kit, Microchip plans to offer classes through its worldwide Regional Training Centers. The first series of classes, titled "309 SMW: System Management Workshop," is expected to begin in North America at Dallas on March 20, Cleveland on March 22, Orange County, CA on March 28, and Boston and Chicago on March 29. For registration, information on additional locations and dates in North America and throughout the world, and information on promotional PICDEM System Management Kit discounts, please visit the Microchip Regional Training Center Web site at www.microchip.com/rtc. Other planned training opportunities include a series of Webinars at www.microchip.com/training, and classes at the 2007 MASTERs Conferences held throughout the world (see www.microchip.com/masters).

Pricing and Availability

Available now, the PICDEM System Management Kit (Part # DM164123) is $110 and includes a PICDEM System Management demo board, PICkit Serial Analyzer, USB cable

and instructional CDs. The kit can be ordered today at www.microchipdirect.com.

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 Technology

Microchip Technology Inc. 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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