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General Motors and Toyota Implement Microchip's MOST50 Networking Devices in Infotainment Systems; 25 Millionth Device Shipped

Continuing Deployments Led to Microchip's Delivery of the 25 Millionth MOST50 Intelligent Network Interface Controller

CHANDLER, Ariz., May 13, 2015 /PRNewswire/ -- Microchip Technology Inc. **(NASDAQ: MCHP)**, a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that a wide variety of brands from carmakers General Motors Co. and Toyota Motor Corporation, including both volume and luxury vehicles, continue to deploy Microchip's **MOST50** devices in their infotainment systems. Their growing usage over the years recently resulted in the shipment of Microchip's 25 millionth MOST50 Intelligent Network Interface Controller (INIC).

To learn more about Microchip's MOST® networking products, visit http://www.microchip.com/MOST-051315a.

To date, more than 170 million MOST devices have been installed in 184 car models since 2001. GM, Toyota and all major carmakers have for many years successfully implemented MOST technology in their multi-node infotainment networking systems, as it provides a field-proven, low-risk, whole-system solution. GM and Toyota's networks utilize Microchip's MOST50 INICs, featuring 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 throughout the vehicle without time-synchronization protocols, using dedicated channels for minimal processor overhead in the main infotainment control unit processors. The remote-connection-management and remote-control capabilities of all 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 audio, video and packet data, which greatly simplifies module designs. End users can immediately access the vehicle's infotainment system, due to the MOST INIC's ultra-fast network startup feature.

"This milestone demonstrates the continuing global acceptance of MOST networking technology in both volume and luxury vehicle platforms," said Dan Termer, vice president of Microchip's Automotive Information Systems Division. "Carmakers, including General Motors and Toyota, have successfully implemented multi-node MOST50 networking systems. This is especially satisfying since the models employing MOST technology received exceptional results in the latest Consumer Reports vehicle reliability and JD Powers and Associates vehicle dependability survey rankings, where in-vehicle technology performance has become a larger factor in the vehicle's overall rating."

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 learn more about Microchip's MOST networking products, visit **http://www.microchip.com/MOST-051315a**.

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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-051315a**.

Tags / Keywords: High Speed Networking, MOST Networking Technology, Infotainment System, Networked Infotainment System, Electrical Physical Layer, Remote Controls, Processor-less ECU Architectures

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