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Toyota Continues to Add Microchip's MOST50 Networking Devices to Infotainment Systems With New Lexus RX SUV Deployment

MOST® Technology Is the De-facto Standard for High-bandwidth Automotive Multimedia Networking as Cars Evolve into Sophisticated Consumer Electronics Platforms

CHANDLER, Ariz., Feb. 2, 2016 /PRNewswire/ -- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that Toyota Motor Corporation is continuing to roll out Microchip's **MOST50** Intelligent Network Interface Controllers (INICs) to power the infotainment systems throughout Toyota's vehicle line. The new Toyota premium Lexus RX SUV is the latest deployment among a wide variety of the Toyota brands, which have been using MOST50 in their infotainment systems for several model years. As the carmaker has in previous implementations, Toyota is using MOST® technology to ensure high-quality digital audio streaming throughout its new luxury Lexus RX SUV.

To learn more about Microchip's MOST networking products, visit **http://www.microchip.com/MOST-020216a**.

"The Lexus RX by Toyota is the latest luxury SUV rolled out in mass production that uses MOST50 network technology in its infotainment system to provide the highest quality in digital audio streaming applications," said Dan Termer, vice president of Microchip's Automotive Information Systems Division. "The Lexus RX SUV deployment reflects Toyota's trust and confidence in using MOST technology for developing feature-rich and cost-effective infotainment systems."

MOST continues to extend its worldwide adoption as the high-speed networking technology developed by carmakers for carmakers. For many years, Toyota and all major carmakers have successfully implemented MOST technology in their multi-node infotainment networking systems. Approximately 200 million MOST devices have been deployed in 194 mass production car models since 2001.

Toyota's infotainment networks utilize Microchip's MOST50 INICs, which feature an Electrical Physical Layer (ePHY). The result is an inherently predictable and efficient system that can 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 Microchip 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 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.

Resources

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

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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-020216a**.

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