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# **Leading Embedded Engineers to Discover New Design Techniques at Microchip Technology's 12th Annual Worldwide MASTERS Conference**

**Microchip's Annual Strategic Technical Exchange and Review (MASTERS), July 23 - 26, 2008 at Phoenix Resort Gives Engineers Extensive Training in Designing Embedded Systems**

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

Microchip Technology Inc. (NASDAQ:MCHP), a leading provider of microcontroller and analog semiconductors, today announced it is accepting registrations for its 12th annual Worldwide MASTERS Conference at the JW Marriott Desert Ridge Resort & Spa in Phoenix, Arizona, with the main Conference taking place from July 23 - 26, and a Pre-Conference on July 21 and 22, 2008.

A valuable resource for designing with Microchip products, the MASTERS Conference provides design engineers with an annual forum for sharing and exchanging technical information on the Company's 8-, 16- and 32-bit PIC(R) microcontrollers, high-performance analog and interface solutions, 16-bit dsPIC(R) digital signal controllers (DSCs), KEELOQ(R) security devices, memory products, and MPLAB(R) development systems--including the industry's only singular IDE to support an entire 8-, 16- and 32-bit microcontroller portfolio.

MASTERS is an in-depth, bi-directional exchange of technical information between Microchip subject-matter experts and the Company's technical partners, including consultants, customers, third parties, distributor FAEs and design houses. Topics presented cover a broad range of subjects, from board layout topologies to real-life reference designs and embedded applications.

Class offerings for 2008 have expanded to meet the growing needs of design engineers and engineering managers, with 91 classes being offered--34 of which are new and 35 are updated. The new classes are expected to give attendees an opportunity to learn about Microchip's latest product offerings and upcoming roadmaps. In addition to lecture-based classes, there are 55 hands-on workshops that enable attendees to practice what they have learned. Since the course materials are geared to varying skill levels, a rating system is on the registration form. Classes are available for engineers with advanced experience or little knowledge in the concepts and basics of the technology being discussed in that class.

Based on its overwhelming success at previous MASTERS, Microchip is again offering a two-day Pre-Conference for those who wish to attend as many classes as possible during the week. These classes are designed for beginner and advanced attendees. For example,

"Introduction to Embedded Programming Using C" is a two-day, 16-hour step-by-step crash course in C, with practical hands-on exercises.

MASTERS classes cover the gamut of electronic engineering topics, including hands-on sessions offering instruction for object-oriented programming of PIC microcontrollers and how to do battery authentication, courses on designing LED and LCD display systems, and classes on how to add Ethernet, USB and ZigBee(TM) protocol communication to embedded designs. In addition, there are hands-on workshops that show how to create intelligent power supplies, motor control and how to take full advantage of the dsPIC DSC for speech-processing applications.

Additional activities include networking sessions between third-party partners and attendees to discuss relevant design topics, meeting with third-party development tool experts and a simulated wafer fab plant tour. Extracurricular events include a Micro Tractor pull, soda straw tower contest, Arizona Magician performances, a robot competition, dive-in movies, casino tables, and sports-bar and video games that are suitable for the whole family.

"Microchip has continued to expand the breadth and depth of technical courses offered through its training programs that are specifically designed for embedded systems engineers," said Ken Pye, vice president of worldwide applications engineering for Microchip. "The ever-increasing number of attendees, year over year, at this Conference shows that Microchip is providing valuable design knowledge that solves today's most challenging embedded-control design issues. In addition to learning from Microchip's experts and course instructors, attendees benefit from the hands-on workshops and -- by sharing their design expertise with other world-class engineers -- contribute to this annual opportunity to learn new techniques and gain professional development."

The Conference is ideal for those who are looking for solutions to embedded-control challenges or in-depth education on Microchip's products. Design engineers and engineering managers benefit from the Conference by learning about solutions and interfacing with the Microchip architects and developers. Engineers graduating from the MASTERS program are equipped to go out and use Microchip products to their full advantage.

#### Registration & Pricing Info

Entry to the MASTERS Conference courses, a 1G Flash Drive with all class materials, and three-night accommodations with meals and evening entertainment are included in the Conference cost of \$1,295 USD, with all payments due by July 18th, 2008. Registrations submitted by April 16th, 2008 will receive a 12% discount (over \$150), with payment due June 16th, 2008; and all potential attendees must register by July 7th, 2008. Complete information regarding the MASTERS Conference can be found online at:

[www.microchip.com/masters](http://www.microchip.com/masters)

#### 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](http://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

Microchip Technology Inc. (NASDAQ:MCHP) 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](http://www.microchip.com).

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Source: Microchip Technology Inc.