April 15, 2013

![Microchip logo]

Registration Opens for Microchip's 17th Annual Worldwide MASTERs Conference; Premiere Technical Training Event for Embedded-Control Engineers

Conference Held August 19-24, 2013 at Phoenix Resort; Classes Available for All Experience Levels, from Beginner to Expert

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced it is accepting registrations for its 17th annual Worldwide **MASTERs** Conference at the JW Marriott Desert Ridge Resort in Phoenix, Arizona, with the **Main Conference** taking place from August 21-24, and a **Pre-Conference** on August 19 and 20, 2013.

The MASTERs Conference is a valuable resource for designing with Microchip's products that provides design engineers with an annual forum for sharing and exchanging technical information on the Company's 8-, 16- and 32-bit PIC® microcontrollers, high-performance analog and interface solutions, dsPIC® digital signal controllers, wireless and mTouch™ sensing solutions, memory products, and MPLAB® 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 customers, third parties, distributor FAEs and design partners.

There is a broad range of class offerings for 2013 to meet the growing needs of software and hardware design engineers and engineering managers, with more than 100 classes being offered—46 of which are new this year. In addition to lecture-based classes, there are 43 'hands-on' classes that enable attendees to learn more about specific applications by using development tools and writing code in the classrooms. Classes are available for engineers with advanced experience or little knowledge in the concepts and basics of the technology being discussed.

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 also designed for beginner through 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 connectivity sessions on Ethernet, TCP/IP, USB, CAN and wireless (e.g., ZigBee® and Wi-Fi®), graphics and capacitive-touch interface development, intelligent power supplies, firmware

development, motor control, selecting op-amps for sensor applications, using an RTOS, DSP and transmitting wireless audio using Bluetooth.

"Technical training courses specifically designed for embedded systems engineers are crucial to reducing development time," said Ken Pye, Microchip's vice president of worldwide applications. "It is critical that embedded engineers are trained in all aspects of the environments in which they work, and that they walk away with the valuable knowledge needed to solve today's most challenging design issues. Our annual series of global MASTERs Conferences are offered with these goals in mind."

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 robot race, the 'build an electronic guitar' event, a Texas Hold-em card tournament, a *FIRST*® robotics exhibition match, and sports-bar and video games that are suitable for the whole family.

Registration & Pricing Information

Entry to the MASTERs Conference courses, a USB Flash Drive with all class materials, round-trip airport transportation, and accommodations for three nights with meals, evening entertainment and more are included in the Conference cost of $1,695 USD. All payments are due within 30 days of registration. An Early-Bird discount of $170 off main pricing is available to those who register by May 10, 2013, and an Alumni discount of $339 off main pricing is available, along with many more discounts available at **http://www.microchip.com/get/S02E**. All potential attendees must register by August 5, 2013. Complete information regarding the MASTERs Conference can be found online at: **http://www.microchip.com/get/S02E**.

Follow Microchip:

- RSS Feed for Microchip Product News: **http://www.microchip.com/get/6QEK**

- Twitter: **http://www.microchip.com/get/54S2**

- Facebook: **http://www.microchip.com/get/9QRH**

- YouTube: **http://www.microchip.com/get/52S6**

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 **http://www.microchip.com/get/11LJ**.

Note: The Microchip name and logo, PIC, dsPIC, and MPLAB are registered trademarks of Microchip Technology Inc. in the USA and other countries. mTouch is a trademark of Microchip Technology Inc. in the USA and other countries. All other trademarks mentioned herein are property of their respective companies.

Tags / Keywords: Technical Training, Classes, Workshops, Embedded Development, Embedded Design

Microchip Technology Inc.
Editorial Contact:
Eric Lawson, 480-792-7182
eric.lawson@microchip.com
or
Reader Inquiries:
1-888-624-7435
http://www.microchip.com/get/S02E

Source: Microchip Technology Inc.