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# Microchip Technology Delivers 10 Billionth PIC® Microcontroller to Samsung Electronics Co.

## *Samsung Takes Delivery of 32-bit PIC32 Microcontroller*

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (**NASDAQ: MCHP**), a leading provider of microcontroller, analog and Flash-IP solutions, today announced the shipment of its 10 billionth PIC® microcontroller (MCU) to Samsung Electronics Co., Ltd. Microchip delivered this 10 billionth microcontroller, the 32-bit [PIC32MX340F256](http://www.microchip.com/get/N46K) (<http://www.microchip.com/get/N46K>), approximately 10 months after delivering its nine billionth.

Today's announcement demonstrates the industry's continued acceptance of Microchip's 8, 16 and 32-bit PIC microcontrollers as the high-performance, low-power, cost-effective solution for embedded-control designs and, in particular, offers further evidence of the accelerating growth of the Company's [32-bit PIC32 microcontroller](#) line.

"The shipment of our 10 billionth PIC microcontroller is a remarkable achievement, and shipping it to a giant in the electronics industry like Samsung makes it even more satisfying," said Microchip's president and CEO Steve Sanghi.

According to Sanghi, going from nine to 10 billion in less than a year is a significant accomplishment for Microchip, as it continues to gain worldwide market share. "We have reached this milestone because our PIC microcontroller portfolio, [MPLAB® development systems](#), direct sales and sales-channel partners provide maximum benefits for customers to reach their design goals."

A customer for many years, Samsung uses a broad range of Microchip's embedded-control solutions across many of its diverse product lines, including [8, 16 and 32-bit PIC microcontrollers](#), [analog and interface ICs](#), [serial EEPROM memory devices](#), [RF power amplifiers](#), and [Flash memory devices](#).

"Our longstanding relationship with Microchip Technology has been beneficial to both parties, and we are quite pleased with the high performance provided by their growing 32-bit PIC32 microcontroller portfolio," said Sang Ryong Kim, vice president of R&D, Samsung Electronics, Digital Imaging Division. "We are honored to be the recipient of Microchip's 10 billionth PIC microcontroller."

Microchip serves more than 70,000 customers in over 65 countries, has shipped more than 1.15 million development tools to date, and partners with more than 130 global third-party tool manufacturers. Additionally, Microchip has a broad portfolio of more than 800 8-, 16- and 32-bit PIC microcontrollers, and is the only company to support all of its microcontrollers and digital signal controllers under a single integrated development environment—the free

**MPLAB X IDE**, which is now open source and enables cross-platform development using the Linux, Mac OS® and Windows® operating systems.

### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US\$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company consists of nine independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Memory, System LSI and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, semiconductor chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

### **About Microchip Technology**

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller, 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/4EK2>.

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#### **Editorial Contact:**

Microchip Technology Inc.  
Eric Lawson, 480-792-7182  
[eric.lawson@microchip.com](mailto:eric.lawson@microchip.com)

**or**

#### **Reader Inquiries:**

1-888-624-7435  
<http://www.microchip.com/get/4EK2>

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