January 20, 2015

New Microchip GestIC® Controller Enables One-step Design-in of 3D Gesture Recognition in Embedded Devices

MGC3030 Offers Simplified User Interface Options in Easy-to-manufacture SSOP28 Package for Cost-sensitive Applications such as Toys, Audio and Lighting

CHANDLER, Ariz., Jan. 20, 2015 /PRNewswire/ -- **[NASDAQ: MCHP]** — Microchip Technology Inc., a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced the second member of its award-winning and patented **GestIC**® family. The new **MGC3030 3D gesture controller** features simplified user-interface options focused on gesture detection, enabling true one-step design-in of 3D gesture recognition in consumer and embedded devices. Housed in an easy-to-manufacture SSOP28 package, the MGC3030 expands the use of highly sought after 3D gesture control features to high-volume cost-sensitive applications such as toys, audio and lighting.

To learn more about the MGC3030, visit **http://www.microchip.com/MGC3030-Page-012015a**. Watch a short video on GestIC technology, here: **http://www.microchip.com/Video-012015a**

The simplicity of gesture-detection integration offered by the MGC3030 is also achieved through Microchip's free, downloadable **AUREA graphical user interface** (GUI) and easily configurable general purpose IO ports that even allow for host MCU/processor-free usage. The MGC3030's on-chip 32-bit digital signal processor executes real-time gesture processing, eliminating the need for external cameras or controllers for host processing, and allowing for faster and more natural user interaction with devices.

Further simplifying the design process and accelerating time to market, the MGC3030 makes full use of the GestIC family development tools. For example, Microchip's **Colibri Gesture Suite**, an on-chip software library of sophisticated yet easy-to-use gesture features.

Intuitive and natural movements of the human hand are recognized, making the operation of a device functional, intuitive and fun. Without the need to touch the device, features such as Flick Gestures, the Air Wheel or the proximity detection perform commands such as changing audio tracks, adjusting volume control or backlighting, and many others. All gestures are processed on-chip, allowing manufacturers to realize powerful user interfaces with very low development effort.

Unique to GestIC technology, the programmable Auto Wake-Up On Approach feature begins operating in the range of 100 microwatts power consumption, enabling always-on gesture sensing in power-constrained applications. If real user interaction is detected, the system automatically switches into full sensing mode and alternates back to auto wake-up mode once the user leaves the sensing area.

These combined features and capabilities provide designers with the ability to quickly integrate gesture detection features at price points that are ideal for high-volume devices.

"By focusing the MGC3030 on core gesture detection, it couldn't be any easier to design devices with this highly sought after feature for cost-sensitive end products," said Fanie Duvenhage, director of Microchip's Human Machine Interface Division. "Our award-winning GestIC technology for gesture detection continues to provide the lowest-cost entry point for robust, sophisticated and advanced 3D hand gesture recognition."

Development Support
To enable development with the MGC3030, Microchip's **Woodstar MGC3030 Development Kit** (part # DM160226) was also announced today. It is available now for $139 via any Microchip sales representative or authorized worldwide distributor, or from **microchipDIRECT (http://www.microchip.com/Dev-Kit-012015a)**. The kit comes with the AUREA Graphical User Interface, the central tool to parameterize the MGC3030 and the Colibri Suite to suit the needs of any design. AUREA is available via a free download from **http://www.microchip.com/AUREA-GUI-012015a**. The Colibri Gesture Suite is an extensive library of proven and natural 3D gestures for hands and fingers that is pre-programmed into the MGC3030.

Pricing and Availability
The **MGC3030** featuring GestIC technology is available today in a 28-pin SSOP package, and is priced at under $2.00 each in high volumes. For additional information, contact any Microchip sales representative or authorized worldwide distributor, or visit Microchip's Web site at **http://www.microchip.com/GestIC-Page-012015a**. To purchase products mentioned in this press release, go to **microchipDIRECT (http://www.microchip.com/microchipDIRECT-012015a)** or contact one of Microchip's authorized distribution partners.

Resources

High-res Images Available through Flickr or Editorial Contact (feel free to publish):

- Chip Graphic: **http://www.microchip.com/Chip-Graphic-012015a**
- MGC3030 Block Diagram: **http://www.microchip.com/MGC3030-Diagram-012015a**
- Dev Kit Photo: **http://www.microchip.com/Kit-Photo-012015a**
- GestIC Topology Block Diagram: **http://www.microchip.com/GestIC-Diagram-012015a**

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Tags / Keywords: GestIC, Gesture Recognition, Gesture Port, 3D, HMI, UI, User Interface, Touchless

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To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/new-microchip-gestic-controller-enables-one-step-design-in-of-3d-gesture-recognition-in-embedded-devices-300022635.html

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