

January 10, 2012



Microchip Signs Demmel AG as a mTouch™ Sensing Design Partner Specialist

Demmel Specializes in Microchip's mTouch Metal Capacitive Touch-Sensing Technology for Robust Human-Interface Applications

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, analog and Flash-IP solutions, today announced it has signed **Demmel AG** as a **mTouch™ Sensing Design Partner Specialist**. Demmel's expertise in human-interface products is an ideal match for Microchip's metal over capacitive touch-sensing technology, which enables robust medical and home appliance designs with a metal overlay that works even in the presence of liquids, or when the user is wearing gloves.

Demmel has extensive experience in manufacturing and industrial design, coupled with an in-depth knowledge of mechanical and embedded electronics. The company can provide customers with a full turnkey touch-sensing solution, including plastic or metal finishes.

Demmel's MetalLight system uses **mTouch metal over capacitive touch-sensing technology** on a high-quality metal front panel, with illuminated symbols that include touch-switch functionality. A new printing and sputtering method allows laser-cut or etched symbols to be filled with transparent or pigmented plastics, assuring uniform and bright illumination of even very small symbols. Demmel MetalLight technology also enables a combination of different plastics and LED colors, providing an infinite variance of illumination.

"Demmel's experience and disciplined design process will enable our customers to get to market with confidence, knowing they are working with a qualified mTouch sensing design partner specialist," said Fanie Duvenhage, director of Microchip's Human-Machine Interface Division. "Demmel is an ideal solution provider for customers looking to implement a design using Microchip's metal over capacitive touch-sensing technology."

"We are thrilled to be part of Microchip's selective mTouch sensing design partner specialist group," said Marcus Riegger, product manager for Demmel's Human-Machine Interface Business Unit. "Microchip's mTouch metal over capacitive touch-sensing technology enables us to provide our customers with robust and completely customized capacitive-control panels and keypads, including electronics and interface solutions."

For more information about Demmel, contact Marcus Riegger at marcus.riegger@demmel.de, or visit <http://www.microchip.com/get/WSW0>. To learn more about Microchip's mTouch sensing technology, visit the mTouch Design Center at <http://www.microchip.com/get/1HU0>. For more information on Microchip's Design Partner Program, visit <http://www.microchip.com/get/C62H>, or send an e-mail to designpartners@microchip.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, Ariz., Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the [Microchip Web site \(http://www.microchip.com/get/V2TT\)](http://www.microchip.com/get/V2TT).

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

High-res logos available through editorial contact or Flickr (feel free to publish):

Microchip mTouch Sensing Design Partner Specialist logo
<http://www.microchip.com/get/BDSB>

Demmel AG logo
<http://www.microchip.com/get/UHDT>

Tags / Keywords: [Microchip](#), [MCHP](#), [PIC](#), [mTouch](#), [microcontroller](#), [MCU](#), [touch sensing](#), [metal capacitive](#), [human interface](#), [medical](#), [automotive](#), [home appliances](#)

RSS Feed for Microchip Product News: <http://www.microchip.com/get/GQE6>

Microchip Technology Inc.

Editorial Contact:

Michelle Miley, 480-792-4111

michelle.miley@microchip.com

Reader Inquiries:

1-888-624-7435

<http://www.microchip.com/get/L809>

Source: Microchip Technology Inc.