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Microchip's GestIC® Technology Wins 11 Global Awards

MGC3130 Electrical-Field 3D Tracking and Gesture Controller Honored for Low-Power, Precise, Fast and Robust Hand Position Tracking and Free-Space Gesture Recognition

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that it has been recognized by 11 global electronics industry publications for the product innovation and technology leadership of its patented [GestIC® technology](#), which enables the next dimension in intuitive, gesture-based, non-contact user interfaces for a broad range of end products. The [MGC3130](#) is the world's first electrical-field (E-field)-based 3D gesture controller, and it utilizes GestIC technology to provide low-power, precise, fast and robust hand position tracking with free-space gesture recognition.

In the Americas, the MGC3130 won five awards. It was handpicked by the editors of Electronic Design Magazine for their "Best of Electronic Design Awards," in the Digital category. EDN named the MGC3130 to their annual "Hot 100 List," in the Microcontrollers & Processors category. EE Times chose this product as a finalist in the ULTIMATE PRODUCTS: Sensors category of their "Annual Creativity in Electronics (ACE) Awards." Electronic Products Magazine bestowed a "Product of the Year Award" on Microchip's GestIC technology, while Design News awarded its coveted "Golden Mousetrap," in the Electronics & Test: Embedded Computing/Processing category.

In Asia, the MGC3130 received three prestigious honors. EE Times China Magazine selected it as a Product of the Year in the Microcontroller/Memory/Interface category of their "ACE Awards." EDN China bestowed an "Innovation Award" in the Embedded System: Microcontrollers category. Electronic Engineering & Product World China Magazine selected GestIC technology for an "Editors' Choice Award" in their Best Sensor Solutions category.

In Europe, the MGC3130 was recognized by three organizations. These included Europe's most prestigious electronics-industry honors, the annual "Elektra Awards," who named the MGC3130 as their Semiconductor Product of the Year in the Analog category. It also won France's "Electron d'Or Award," in the Sensors category. From Italy's "Innovation Awards" came a win for the MGC3130 in the Best Innovation Award category.

"The sheer number of awards that we've won is a testament to our GestIC technology's ability to enable new and innovative user-interface capabilities in a broad range of products," said Fanie Duvenhage, director of Microchip's Human Machine Interface Division. "Our MGC3130 controller represents a gigantic leap forward in 3D, touchless gesture-interface technology, in terms of cost, performance and power consumption."

For more information on the MGC3130 3D tracking and gesture controller, which is based on Microchip's patented GestIC technology, please visit <http://www.microchip.com/get/38XW>.

Resources

High-res Image Available Through Flickr or Editorial Contact (feel free to publish):
<http://www.microchip.com/get/90FJ>

Video Demonstration (feel free to post): <http://www.microchip.com/get/5GJD>

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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/AHDD>.

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