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MOST150 Technology to Control the Infotainment System on Volvo Cars' Second-Generation XC60 SUV

Microchip's In-Vehicle Infotainment Technology Continues to Provide Highest Quality Digital Multichannel Audio Streaming

CHANDLER, Ariz., July 18, 2017 (GLOBE NEWSWIRE) -- Media Oriented System Transport (MOST®) technology, developed by Microchip Technology Inc. (NASDAQ:MCHP), will network the in-vehicle infotainment system of Volvo Cars' second-generation XC60 SUV. The highly publicized Volvo XC60 will be the fourth Volvo model to implement MOST150 technology, which continues to meet Volvo's high standards for in-vehicle infotainment. Volvo Cars has been utilizing Microchip's MOST technology for years to provide the highest-quality digital multichannel audio streaming.

MOST150 is the latest version of MOST technology. It provides the industry's first automotive-ready physical layer for Ethernet packet transport inside vehicles in accordance with the IEEE 802.3 Ethernet specifications. MOST150 can transport video, audio, packet and control data with zero processor overhead and offers dedicated application-specific hardware interfaces to simplify data communication. MOST technology offers a robust and proven method of system management and control with reliable Quality of Service (QoS). In addition, MOST technology offers a complete and scalable system solution which includes a full ecosystem of tools, software, schematics and multimedia companion IC products.

"The second-generation Volvo XC60 was highly publicized and a true industry-leading car model in terms of features and infotainment," said Dan Termer, Microchip's automotive vice president. "Volvo Cars' inclusion of MOST150 technology in this new model continues to prove that MOST150 technology is an excellent option for fast and reliable automotive infotainment."

The **MOST Cooperation** standards enable automotive manufacturers and their tier one suppliers with an established and well-supported methodology for defining and implementing high-bandwidth infotainment and Advanced Driver Assistance (ADAS) systems in vehicles. The technology includes a standard physical layer and a robust method for system management and control with superior reliability and Quality of Service (QoS). Using MOST technology also reduces weight for easier compliance with environmental regulations.

For more information about MOST150 technology, visit **http://www.microchip.com/design-centers/automotive/most/products**

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

- Chip Graphic: **www.flickr.com/photos/microchiptechnology/8640011815/sizes/o/**

- Block Diagram: **www.flickr.com/photos/microchiptechnology/8640011141/sizes/o/**

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/.**

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