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Microchip Technology Announces MPLAB(R) Starter Kit for Serial Memory Products

High-Speed, Easy-to-Use Kit Connects Through USB and Runs Under Microchip's MPLAB IDE, Enabling Faster Time To Market

CHANDLER, Ariz.--(BUSINESS WIRE)--

Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analog semiconductors, today announced the MPLAB(R) Starter Kit for Serial Memory Products (Part # DV243003). Featuring a compact design, the high-speed, easy-to-use kit supports all of Microchip's serial EEPROM devices, including the new UNI/O(TM) family. The single-board kit obtains power from the USB port on a PC or laptop and runs under the familiar MPLAB Integrated Development Environment (IDE), enabling faster debugging and system integration, with shorter time to market.

"This new MPLAB Starter Kit elevates Microchip's serial EEPROM development-tool offerings to higher levels of efficiency and performance," said Derek Carlson, Microchip's vice president of Development Tools. "This pairs a powerful memory tool to the MPLAB IDE with a single USB connection, simplifies set up and establishes an almost instant learning curve for first-time use. This kit is the latest addition to Microchip's broad line of user-friendly development tools."

Whereas other serial EEPROM tools are simply programmers, the MPLAB Starter Kit for Serial Memory Products displays the entire memory contents on screen for quick verification and editing. It also logs endurance cycles and stores memory contents in files for archiving and analysis. Additionally, because the kit derives power over USB, its operation is fast. No additional power-supply connections are needed, which enhances the kit's portability and enables the highest performance at a record low cost.

Availability

The MPLAB Starter Kit for Serial Memory Products (Part # DV243003) can be ordered at www.microchipdirect.com, for $79.98. For further information, contact any Microchip sales representative or authorized worldwide distributor, or visit Microchip's Web site at www.microchip.com/memorykit.

Microchip Customer Support

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provides 24-hour pricing, ordering, inventory and credit for convenient purchasing of all Microchip devices and development tools; finally, the Training area educates customers through webinars, sign-ups for local seminar and workshop courses, and information about the annual MASTERs events held throughout the world.

About Microchip Technology

Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller and analog semiconductors, 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 website at www.microchip.com.

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