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Microchip Wins Technology Awards for eXtreme Low Power, High-Performance PIC(R) MCUs, mTouch(TM) Sensing Solutions and Analog

Company Honored by Leading Global Electronics Publications for Product Excellence

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ:MCHP), a leading provider of microcontroller, analog and Flash-IP solutions, today announced that it has been recognized by the following electronics industry publications for product innovation and leadership.

Microchip's eXtreme Low Power (XLP) PIC(R) microcontrollers, featuring the industry's lowest active and sleep power consumption, continue to gain top honors from the leading global electronics publications. In the U.S., the XLP line won two ECN Magazine 2010 Readers' Choice Tech Awards, in both the "Energy Efficiency" and "Integrated Circuits" categories. In China, XLP was honored by three different publications, including Application of Electronic Technique, China Electronics News, and Electronic Engineering & Product World.

Tying in with the trend to expand advanced user interfaces into an ever broader range of applications, Microchip's flexible and cost-effective mTouch(TM) portfolio of touch-sensing solutions gained additional honors in 2010. EDN China bestowed a Leading Product award in the "Passive Component & Sensor" category on Microchip's Projected Capacitive Touch-Screen Sensing Technology, which was also honored by China's Application of Electronic Technique Magazine with a 2010 Excellent Product Award. Meanwhile, Microchip's groundbreaking Metal-Over-Capacitive Touch Technology was named a finalist in Europe's prestigious 2010 Elektra Awards.

The U.S. edition of EDN Magazine named Microchip's MCP4361/2 Digital Potentiometers to its 2010 "Hot 100" list of the most significant new electronic products, in the "Analog" category. And, EDN China bestowed a second Leading Product award on Microchip's PIC32MX5/6/7 32-bit Microcontroller Families, as part of its 2010 Innovation Awards, in the "Embedded System" category.

Rounding out its list of recent of honors, Microchip's free, dsPIC33 'GS' Family-based, digitally controlled DC/DC Converter Reference Designs were selected as a "Deep Green" Editor's Choice Product by Embedded Computing Design Magazine.

"The sheer number of awards from across the globe for such a wide variety of Microchip products illustrates the depth and excellence of our comprehensive embedded portfolio, which spans 8/16/32-bit microcontrollers, analog, memory and wireless," said Steve Sanghi,

Microchip's president and CEO. "We are honored by all of these prestigious awards, and will continue to bring our customers the very best solutions for their embedded design needs."

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, 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/TR2G.

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High-res Product Photos Available Through Editorial Contact.

Tags / Keywords: Microcontroller, Low Power, eXtreme Low Power, Ultra Low Power, PIC, PIC32, 32-bit, MIPS, MCU, Digital Signal Controller, DSC, SMPS, Power Conversion, Digital Power, Reference Design, DC/DC, Power Supply, Digital Potentiometer, Digi-Pots, Touch Sensing, mTouch, Projected Capacitive, Metal Over Capacitive, Metal Over Cap

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