May 10, 2011

Microchip Introduces Accessory Development Kits for Android(TM)

Boards and Free Software Library Make It Easy to Design, Develop and Debug Accessories for Android Smartphones and Tablets, Based on Microchip's 16- and 32-bit PIC(R) MCUs

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, analog and Flash-IP solutions, today announced its Accessory Development Starter Kits for Android(TM), which enable accessory development for Google's Android platform. Specifically, Android versions 2.3.4 and 3.1 and later include a new framework that allows apps to communicate directly with an accessory connected to a smartphone or tablet, via USB. The kits consist of a development board and a software library, available via free download from http://www.microchip.com/get/522D, which enable the fast and easy development of Android smartphone and tablet accessories based on Microchip's large portfolio of 16-bit and 32-bit PIC(R) microcontrollers. These microcontrollers feature industry-leading performance, integrated connectivity and eXtreme Low Power technology for the industry's lowest power consumption in both sleep and active modes.

Watch a video overview of this kit: http://www.microchip.com/get/6CTU

According to the Nielsen Company, Android smartphones comprised 40.8% of all smartphone purchases from June to November 2010. This represents a huge potential market for hardware accessories, including automotive, home, fitness/health and business applications. Microchip's starter kits make it easy for designers to quickly design, develop and debug electronics accessories for this large and growing market. In addition to providing the schematics and gerber files for the development boards, the free software library includes a sample application protocol and an abstraction layer, which enables designers to focus on creating the application. The development boards feature a USB connector, an on-board debugger, a programming user interface and standard Arduino connectors, for use with a host of third-party "Shield" expansion daughter cards.

"These ground-breaking starter kits help Android accessory designers bring innovative products to market faster," said Mitch Obolsky, vice president of Microchip's Advanced Microcontroller Architecture Division. "With thousands of potential applications for Android phones and tablets, these kits simplify the entire process for developers to create unique and diverse accessories using our large portfolio of 16- and 32-bit PIC microcontrollers."

Example accessory applications include: automotive (car kits, audio, GPS); home (audio docks, remote controls, data backup); fitness/health (glucose meters, fitness equipment); business (credit-card terminals, projectors).

Pricing & Availability

Microchip's PIC24F Accessory Development Starter Kit for Android (part # DM240415) is available today for $79.99 at http://www.microchip.com/get/2Q3F. The PIC32 Accessory Development Starter Kit for Android (part # DM320412) is expected to be available in the third quarter of 2011 for $79.99. The software library, which works with both kits, is also available today, via a free download from http://www.microchip.com/get/522D.

For additional information, contact any Microchip sales representative or authorized worldwide distributor, or visit Microchip's Web site at http://www.microchip.com/get/522D. To purchase products mentioned in this press release, go to http://www.microchip.com/get/2Q3F or contact one of Microchip's authorized distribution partners.

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/PK4V.

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High-res Photo Available Through Flickr or Editorial Contact (feel free to publish): http://www.microchip.com/get/MCG9

Video Available (feel free to post): http://www.microchip.com/get/6CTU

Tags / Keywords: Android, Google, Accessory, Android Accessory, Accessory Development, Development Kit, Software Library, Starter Kit, PIC, Microcontroller, Microchip, MCHP, MCU

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Source: Microchip Technology Inc.