November 30, 2016

MOST150 Technology Implemented in the New Aston Martin DB11

Infotainment System Will be Based on Microchip's Proven, Automotive-Ready In-Car Ethernet Physical Layer

CHANDLER, Ariz., Nov. 30, 2016 (GLOBE NEWSWIRE) -- Microchip Technology Inc. (NASDAQ:MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that **MOST150 technology** has been implemented in the new Aston Martin DB11. Aston Martin Lagonda has been utilizing MOST® technology for many years and has smoothly migrated from MOST25 to MOST150 technology for their latest model. The DB11 is the first Aston Martin car to base its infotainment system on MOST150 technology.

MOST technology continues to meet Aston Martin's high quality standards for in-vehicle infotainment by providing a field-proven, low-risk, whole-system solution. By utilizing OS81110 Intelligent Network Interface Controllers (INICs), the latest MOST150 technology is able to offer dedicated application specific hardware interfaces to simplify data communication. MOST150 offers a robust and proven network technology and meets customer demand for bandwidth and connectivity.

"We are pleased to welcome Aston Martin Lagonda as the latest carmaker to adopt MOST150 technology as its high-speed infotainment network," said Dan Termer, Microchip's Automotive vice president. "This is another example of an OEM migrating to MOST150. Their experience with the MOST technology standards and their expanding needs led them to select MOST150 for their new and future car models."

The **MOST Cooperation** standards enable automotive OEMs and their Tier 1 suppliers with a proven and well-supported methodology for defining and implementing high-bandwidth infotainment and Advanced Driver Assistance Systems (ADAS), including 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/DB11_MOST9723

Resources

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

- Chip Graphic:
  https://www.flickr.com/photos/microchiptechnology/18818064276/sizes/l
- Block Diagram:
  https://www.flickr.com/photos/microchiptechnology/18223667883/sizes/l

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/**.

Note: The Microchip name and logo, the Microchip logo, and MOST are registered trademarks of Microchip Technology Incorporated in the U.S.A. and other countries. All other trademarks mentioned herein are the property of their respective companies.

Editorial Contact:
Sarah Broome
480-792-4386
Sarah.broome@microchip.com

Reader Inquiries:
1-888-624-7435

Source: Microchip Technology Inc