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Microchip Technology Ships 600,000th Development Tool to Emerson

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

Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller and analog semiconductors, today announced the shipment of its 600,000th development tool to Emerson. Microchip development tools are software and hardware components that are used to design applications using Microchip's semiconductors.

Today's announcement reinforces the industry's continued acceptance of Microchip tools by embedded design engineers, who increasingly look to simplify code development while reducing design-software costs. It follows Microchip's recent shipment of its six billionth PIC(R) microcontroller.

"Shipping our 600,000th development tool is a remarkable achievement that clearly demonstrates our commitment to driving improvement and innovation. Microchip's proven ability to provide world-class quality tools has been significant in achieving our role as a world leader in embedded systems solutions," said Mitch Little, vice president of Microchip Worldwide Sales and Applications. "This milestone represents the continued success of our 8-, 16- and 32-bit PIC microcontrollers, dsPIC(R) digital signal controllers (DSCs), analog and interface devices, and EEPROM memory products, including the overwhelming enthusiasm for our new 32-bit family of PIC32 microcontrollers. We are continuing to deliver the best valued tools and best technical support in the industry."

Applications for Microchip's devices span all sectors around the world, including industrial, consumer, telecommunications, automotive and office automation. From these market segments, the Company serves more than 60,000 customers, located in more than 65 countries across the globe. Examples of final products that utilize Microchip's semiconductors for embedded intelligence include security systems, exit and emergency lighting systems, electronic meters, washing machines, water heaters, auto-dialers, poker machines and remote keyless entry systems.

A Microchip customer for over eight years, 57 Emerson design centers regularly purchase Microchip Development Tools, with White-Rodgers and Astec purchasing the most.

"We started designing around the Mid-range PIC16 8-bit MCU family over six years ago, and expanded to the High-performance PIC18 8-bit family over the past couple of years. Microchip's development tools, including the MPLAB(R) IDE and MPLAB REAL ICE(TM) tools, have helped solidify the PIC MCU as our core of choice," said Bill Butler, Assistant VP of Technology with Emerson. "Having a scalable, robust core with excellent tools from Microchip has helped White-Rodgers position itself as leader in its market space."

The 600,000th development tool shipped is the MPLAB(R) PM3 Universal Device Programmer. This tool is easy to use and operates with a PC or as a stand-alone unit to program Microchip's entire line of 8-, 16- and 32-bit PIC microcontrollers and dsPIC DSCs.

This universality continues Microchip's practice of providing tools that are applicable across product family lines.

Included with the MPLAB PM3 Universal Device Programmer is the highly popular, and free, MPLAB Integrated Development Environment (IDE). With this tool, new design activities are simpler to launch, faster to market and can leverage the MPLAB IDE's unified, easy-to-use interface, which accommodates a generous array of software and hardware components.

"From evaluation kits, programmers, in-circuit debuggers to state-of-the art in-circuit emulators that run full speed with tomorrow's highest speed technologies, the development tools from Microchip offer simplicity, power and affordability," said Derek Carlson, vice president of Development Tools at Microchip Technology. "Microchip stands alone among semiconductor companies by offering a low-cost, universal, and truly integrated development environment that supports our entire line of 8-, 16- and 32-bit microcontrollers, and 16-bit digital signal controllers, ranging from 6-pin to over 100-pin devices."

About Emerson

Emerson (NYSE: EMR), based in St. Louis, is a global leader in bringing technology and engineering together to provide innovative solutions to customers through its network power, process management, industrial automation, climate technologies, and appliance and tools businesses. Sales in fiscal 2007 were $22.6 billion. For more information, visit http://www.emerson.com.

Microchip Customer Support

Microchip is committed to supporting its customers by helping design engineers develop products faster and more efficiently. Customers can access four main service areas at www.microchip.com. The Support area provides a fast way to get questions answered; the Sample area offers free evaluation samples of any Microchip device; microchipDIRECT 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, Arizona, 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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Source: Microchip Technology Inc.