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Microchip Launches Embedded Code Source, an Application Store and Social Community for Downloading and Rating Free PIC® MCU Code

Site Includes Free Third-Party Code; Accelerates Code Development and Time to Market

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. (NASDAQ: MCHP), a leading provider of microcontroller, analog and Flash-IP solutions, today announced the [Embedded Code Source](http://www.microchip.com/get/R0BA) (<http://www.microchip.com/get/R0BA>), an application store for the embedded community that provides free software and firmware for [PIC® microcontrollers](#), along with the ability to rate and review each download. This interactive site includes free code from both Microchip and its large network of [third-party developers](#), who are also available for [expert advice and contract programming](#).

Watch a video about the Embedded Code Source (feel free to post):

<http://www.microchip.com/get/CU92>

Recent surveys have shown that a majority of embedded designers consider software tools to be a critical factor in choosing a processor, and that the largest portion of most development teams is comprised of software engineers. These trends, combined with the increasing popularity of open-source and freeware code, point to the need for more embedded software resources. The Embedded Code Source combines Microchip's extensive code repository with those of its large third-party network to provide a comprehensive, free and easily searchable resource for the embedded community.

"Microchip is continually looking for ways to help customers get to market faster," said Ken Pye, Microchip's vice president of Worldwide Applications. "With engineering budgets and schedules under constant pressure, software engineers need fast access to code that they can use, new ideas, and feedback on what others have found beneficial. Patterned after popular mobile-application stores, the new Embedded Code Source fulfills this need."

Designers can begin downloading from the [Embedded Code Source](#) today, by browsing its list of intuitive categories or performing a keyword search at <http://www.microchip.com/get/R0BA>.

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/0FX4>.

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