January 4, 2017

Rollout of Microchip's MOST150 Technology at Audi Continues with Launch of the Q2 Compact SUV

MOST150 Technology Ensures Highest Quality In-Vehicle Infotainment

CHANDLER, Ariz., Jan. 04, 2017 (GLOBE NEWSWIRE) -- Microchip Technology Inc. (NASDAQ:MCHP), a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced that Audi has included MOST150 technology in their latest compact SUV model, the Q2. **Media Oriented Systems Transport (MOST®) technology** is designed for in-vehicle infotainment platforms. MOST enables the deployment of a large variety of automotive premium surround sound audio systems and driver information systems such as full digital instrument clusters and heads-up displays.

Audi has been using MOST150 technology for many years, also deploying it in their best-selling A4 Sedans, the Q7 SUV and TT Coupé models. This Q2 deployment utilizes the MOST150 Intelligent Network Interface Controllers (INIC) OS81110 and OS81118.

MOST technology is designed to ensure digital multi-channel audio streaming in the highest quality. It offers a robust and proven method of system management and control with superior and reliable Quality of Service (QoS). Compared with alternatives, it is an established deployment that comes with a complete scalable system solution that is low risk and allows for fast time-to-market.

MOST technology is a mature network solution and comes with a complete eco-system. The complete network solution comprises of a variety of tools from several different vendors, a software stack, schematics, layout reviews and multimedia companion IC products.

"The Audi Q2 is a compact SUV that meets and reflects the needs of today's car drivers," said Dan Termer, vice president of Microchip's Automotive Division. "We have worked with Audi for many years and are proud to be a part of helping them deploy the latest models with the very best technology for infotainment and connectivity."

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 (ADAS) systems, 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.

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

- Chip Graphic: **https://www.flickr.com/photos/microchiptechnology/8640011815/sizes/o/**
- Block Diagram: **https://www.flickr.com/photos/microchiptechnology/8640011141/sizes/o/**

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 **www.microchip.com**.

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Source: Microchip Technology Incorporated