

FOR IMMEDIATE RELEASE

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**MICROCHIP TECHNOLOGY DEBUTS THE INDUSTRY'S SMALLEST
FOOTPRINT AND LOWEST PROFILE PACKAGES
FOR I²C™ SERIAL EEPROMs**

CHANDLER, Ariz., Jan. 12, 1998 [NASDAQ: MCHP] – The industry's smallest footprint area and the lowest profile packages for a 128K bit I²C™ serial EEPROM is now available in Microchip Technology Inc.'s 24XX128 family.

Microchip Technology is the world's leading supplier of 8-bit RISC microcontrollers and a leading supplier of serial EEPROMs and specialty nonvolatile memory products for embedded control applications. With the 24XX128, Microchip now offers the smallest footprint in an 8-lead 150 mil SOIC. The 14-lead TSSOP package offers the lowest profile in the industry for an array this large, according to Art Eck, product marketing engineer, Microchip's Memory & Specialty Products Division.

"The small footprint and low profile packages help design engineers fit the larger array size they need into space-conscious designs," Eck said. "The new device will be used predominantly in the design of cellular phones and pagers, although there is broad market potential for the new product anywhere a large array is concerned."

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ADD ONE – NEW 24XX128 SERIAL EEPROM

Another feature of the 24XX128 is a standby current of 500_nA, the lowest standard in the industry, which extends battery life. The device also has the fastest write cycle (5 ms), and guarantees one million erase/write cycle endurance performance and data retention greater than 200 years, the best in the industry.

Faster write cycles are needed for real-time data storage, such as in cellular phone applications, and also in applications where quick data writes are a must to support system speed requirements. The device also has the lowest standby current and read current in the industry, thereby allowing the designer to extend battery life. Maximum standby and read currents are 1 μ A and 400 μ A, respectively.

Microchip offers the Serial EEPROM Designer's Kit, a development system that allows designers to quickly develop a robust and reliable serial EEPROM-based design and significantly reduce the time required for system integration and hardware/software debug. Two critical components of the kit are the Total Endurance™ Software Model (Version 2.2) and the SEEVAL™ Serial EEPROM Evaluation and Programming System.

The 24XX128 family is the latest of many innovations Microchip has made in non-volatile memory technology, including the 24C00, the world's smallest serial EEPROM introduced in April 1997. This device is a 16 byte, 128 bit I²C™ serial EEPROM in a substantially smaller five-lead SOT-23 package (measuring 0.110" long by 0.059" wide by 0.035" high).

Now in volume production, the 24LC128-I/P and 24LC128-I/SN are available in PDIP and 150 mil SOIC packages. They are priced at \$3.12 each in 1,000 unit quantities.

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ADD TWO – NEW 24XX128 SERIAL EEPROM

Microchip Technology Inc. manufactures the PICmicro™ family of 8-bit RISC-based microcontrollers—with OTP, Enhanced FLASH, EEPROM and ROM memory technologies; serial EEPROMs and related specialty memory products; and KEELOQ® code hopping devices. These products target thousands of embedded control applications in the consumer, automotive, office automation, communications and industrial markets. Microchip's quality systems are ISO 9001 certified. Headquartered near Phoenix in Chandler, Ariz., Microchip employs approximately 2,060 people worldwide and has sales offices throughout Asia, Europe, Japan and North America.

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