

VDC Research Selects Microchip's New Family of MCUs for Embeddy Award

Hardware company awarded with Best of Show at EE Live! 2014.

Natick, MA (PRWEB) April 17, 2014

VDC Research (VDC), the leading market intelligence and advisory firm for the connected world, announces that Microchip's new family of PIC16F170X/171X MCUs was selected as the winner of the annual Embeddy Award for Hardware at the 2014 EE Live! conference and trade show. The Best of Show award was presented to Microchip on stage preceding the conference's final-day keynote speech.

The award winner was chosen from among the hardware innovations exhibited during the event, based on inventiveness, technological significance, and industry applicability. This is the 10th consecutive year VDC has awarded a Best of Show award for the EE Live!/Embedded Systems Conference.

"The IoT is driving a number of new trends for product development, many of which are somewhat at odds with each other. The need to drive more functionality and software content into small edge devices, while trying to maintain or improve power profiles, is driving engineering organizations to reevaluate incumbent technologies," stated Chris Rommel, VDC Research's Executive Vice President of M2M & Embedded Technology. "Microchip's PIC16F170X/171X family of MCUs addresses these needs through the combination peripheral pin-mapping and configurable logic cells, together with a software configuration tool that can save time by dynamically generating code for the selected integrated peripherals."

"The fact that VDC's analysts chose our latest 8-bit PIC microcontroller family for their Hardware Embeddy from among all of the many other new hardware products they saw at the EE Live! is a testament to our continued innovation in the 8-bit MCU market," said Greg Robinson, marketing director of Microchip's MCU8 Division. "These 'Best of Show' PIC16F170X/171X MCUs exemplify that innovation by combining a large amount of integrated intelligent analog and core-independent peripherals, which can operate while the core is sleeping. This enables more work to be done by the integrated peripheral hardware with no code required, dramatically reducing current consumption, cost, board space, and memory size. The end result is substantially lower development and system costs for a broad range of applications, in markets such as consumer, portable medical, LED lighting, battery charging, power supplies, and motor control."

VDC created and named the Embeddy to highlight companies announcing important advances in the embedded software and hardware industries. The Embeddy is awarded for the most cutting-edge product or service for embedded software developers and system engineers.

About Microchip Technology

Microchip Technology Inc. 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>.



About VDC Research Group

VDC Research is the leading IoT-focused market intelligence firm that provides engineering leaders and technology suppliers with research-driven insights to help guide their product development and technology strategies. Based on a unique blend of quantitative and qualitative analysis that offer granularity and breadth of coverage, VDC is organized around five practice areas, each with its own focused area of coverage. Together, they enable a unique 360-degree perspective of the opportunities and challenges resulting from The Internet of Things and M2M. For more information, visit <http://www.vdcresearch.com>.