Cutline: Microchip's PICSEE MTA81010 is a new EEPROM-based 8-bit microcontroller ideally suited for low-power, small-footprint cost-sensitive embedded control applications.
MICROCHIP'S NEW PICSEE™ PRODUCT OFFERS INNOVATIVE SOLUTION FOR FIELD-PROGRAMMABLE EMBEDDED CONTROL APPLICATIONS

CHANDLER, Ariz., (June 23, 1993) -- Microchip Technology Inc., a market leader in the design and manufacture of economical, field-programmable embedded control solutions, announces the introduction of the first member of its new PICSEE family, the PICSEE MTA81010, a multichip product including the 8-bit PIC16C54 microcontroller and 24LC01B serial EEPROM in a single package. The PICSEE MTA81010 clearly establishes Microchip's leadership in the technology of EEPROM-based microcontrollers. It is designed to reduce system cost, board area and inventory and is ideally suited to a wide range of applications, particularly those with low power requirements and space limitations such as keyless entry, remote control, smart cards, automotive security, diagnostics and many others.

"PICSEE is designed especially for ease of use, reliability and cost savings," said Phil Hoppes, director of Microchip's ASSP division. "This proprietary technology offers the maximum flexibility for connecting the serial EEPROM to the microcontroller, incorporating exceptional reliability and space-saving features into one small package, and at a price point never before achieved in this market. The current MTA81010, available in an SOIC package, offers a modest board savings. With future PICSEE products, Microchip will be offering higher integration with SSOP packaging, with upwards of 50 percent space savings -- ideal for hand-held products, PCMCIA, and smart/debit cards. Now that the ground has been broken, we'll rapidly be introducing PICSEE products with new features and benefits."

- more -

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PICSEE MTA81010

PICSEE products are the latest addition to Microchip's EEPROM-based microcontroller
offering. Microchip recently introduced the PIC16C84, its first EEPROM-based, mid-range 8-bit MCU, with field-reprogrammable program and data memory. PICSEE offers MCU technology with field programmable and reprogrammable data memory.

Microchip is also announcing the introduction of the PICSEE Kit and PICSEESTART™, design tools that work in conjunction with existing hardware and software tools for the PIC® microcontroller family, providing the product development engineer with cost-effective and timely solutions for the PICSEE MTA8XXXX family. The PICSEE Kit includes programming adaptors for PDIP and SOIC packages, \textsuperscript{I}2\textsuperscript{C}\textsuperscript{®} bus serial communication application software and a PICMASTER™ emulator daughter board, which upgrades Microchip's PICPROBE 16A to support the MTA81010. PICSEESTART includes all of the features of the PICSEE Kit, with the addition of a PICSTART™-16B development system (which includes a programmer, assembler and simulation software for PIC16C5X microcontrollers).

The PIC16C54 is a high-performance, low-power, 8-bit, fully static EPROM-based CMOS microcontroller. It employs a RISC architecture with only 33 single word/single cycle instructions. It is supported by the easy-to-use PICMASTER development system.

The PICSEE MTA81010's 24LC01B serial EEPROM is organized as a single block of 128 x 8 bit memory with a two-wire serial interface, and has page-write capability for up to 8 bytes of data. Its low-voltage design permits operation down to 2.5 volts with standby and active currents of only 5 µA and 1 mA respectively.

"Microchip's serial EEPROMs and PICs have both enjoyed tremendous industry success and recognition," Hoppes said. "By combining two established parts into one package, our end result is a compact product with a great deal of established product reliability for many low-cost embedded control applications. Using this multichip technology, we can bring a very mature product to market very quickly. It's not difficult to envision future microcontrollers combined with multiple sizes of EEPROMs for different products. There are numerous applications where people need a microcontroller with some EEPROM capability. The PICSEE is a convenient way to provide this function all wrapped into one."

The price for the PICSEE MTA81010-XT/SO is $3.00 in quantities of 10,000, and $2.77 with PDIP packaging; high-volume OEM pricing is available for below $2.00. The PICSEE Kit and PICSEESTART are available now for $330 and $499 respectively. Microchip Technology Inc. is the worldwide leader in the design, manufacture and marketing of
field-programmable 8-bit microcontrollers and related specialty memory products for high-volume embedded control solutions. Microchip addresses the growing need for innovative embedded control applications in the consumer, automotive, office automation, communications and industrial control markets with products that feature the industry's most economical OTP (one-time-programmable) capability. The company is located outside of Phoenix in Chandler, Arizona, where it operates a 0.9 micron wafer fabrication line and has a wholly owned subsidiary performing assembly and test in Kaohsiung, Taiwan, as well as sales offices in Asia, Europe, Japan and North America. Microchip is traded on the NASDAQ exchange under the symbol MCHP.

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