Microchip Honored with Best of Show Award at Flash Memory Summit 2019

SMC 1000 8x25G enables high memory bandwidth required by next-generation CPUs and SoCs for AI and machine learning

CHANDLER, Ariz., August 8, 2019 — Microchip Technology Inc. (Nasdaq: MCHP) was honored last night with a Flash Memory Summit 2019 Best of Show Award for the Most Innovative Flash Memory Technology for the newly announced Smart Memory Controller, the SMC 1000 8x25G.

At Flash Memory Summit 2019, Microchip announced a revolutionary new approach to delivering memory bandwidth to compute infrastructure targeting AI, machine learning and other compute-intensive and latency sensitive workloads. The **Smart Memory Controller (SMC) 1000** enables four times the memory channels per CPU by interfacing via 25Gbps serial Open Memory Interface (OMI)-compliant lanes vs. traditional parallel DDR4 interfaces and therefore dramatically increases the memory bandwidth available compared to parallel DDR4. CPU and compute centric SoC devices can access a broad set of innovative DRAM memory, flash and storage class memory (SCM) technologies interchangeably with different cost, power and performance profiles without having to integrate a unique memory controller for each type by utilizing OMI on their products.

The Flash Memory Summit, the world's largest and most prestigious storage industry conference and exposition, recognizes Microchip for its impressive leadership and innovation with technology and solutions in the Flash Memory and Solid-State Storage industries. According to show organizers, a record number of award submissions were received this year making the judging challenging and each of the categories extremely competitive.

"New innovations in memory infrastructure are poised to significantly improve the performance and cost effectiveness of mainstream data center applications," said Jay Kramer, chairman of the awards program and president of Network Storage Advisors Inc. "We are proud to recognize Microchip for creating a new approach to delivering memory bandwidth to compute infrastructure targeting compute-intensive and latency sensitive workloads with the Smart Memory Controller (SMC) 1000 8x25G, enabling 4x the memory channels per CPU for superior performance by interfacing via 25 Gbps serial Open Memory Interface (OMI)-compliant lanes and dramatically increasing memory bandwidth available."

"Microchip is honored to receive this award for the industry's first commercially available serial memory controller, the SMC 1000 8x25G," said Pete Hazen, vice president of Microchip's Data Center Solutions business unit. "Our first product in the emerging memory infrastructure market enables a broad range of compute-intensive applications by providing an efficient mechanism to deliver the required memory bandwidth to the CPU or SoC. Microchip continues to innovate with the goal of improving performance and efficiency in the data center."

The Flash Memory Most Innovative Technology category awards innovations that will change the way flash memory works and is used in products. The recipients of this award will enjoy significant differentiation of their intellectual property and patents from competing technologies in the flash memory industry.

Details of the award-winning companies, innovative products and solutions can be found at: **https://flashmemorysummit.com/English/News_Info/Best_of_Show/BOS_Winners.html**.

Resources

High-res image available through Flickr or editorial contact (feel free to publish):

Award image: **https://www.flickr.com/photos/microchiptechnology/48481400306**

About Flash Memory Summit

Flash Memory Summit, produced by Conference ConCepts, showcases the mainstream applications, key technologies and leading vendors that are driving the multi-billion dollar non-volatile memory and SSD markets. Now in its 13th year, FMS is the world's largest event featuring the trends, innovations and influencers driving the adoption of flash memory in demanding enterprise storage applications, as well as in smartphones, tablets, and mobile and embedded systems. @FlashMem, #FlashMemorySummit2019 #FlashMemorySummitBestofShowAwardWinner.

About Microchip Technology

Microchip Technology Inc. is a leading provider of smart, connected and secure embedded control solutions. Its easy-to-use development tools and comprehensive product portfolio enable customers to create optimal

designs which reduce risk while lowering total system cost and time to market. The company’s solutions serve more than 125,000 customers across the industrial, automotive, consumer, aerospace and defense, communications and computing markets. 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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