

2006 Microchip CEO Technology Summit Review



November 8, 2006.-- Shanghai -- the world's leading semiconductor suppliers to the United States and simulation SCM Micro Core Technology Corporation (Microchip Technology Inc..) on November 8, 2006 in Shanghai, and "China InfoWorld" successfully held its first Embedded Technologies Summit ended in complete success.

During the meeting, Microchip President and CEO Steve Sanghi's speech focuses on "microcontrollers enable innovation", and deeply discussed the cooperation and application of Embedded Control innovation with cooperators and related industry experts. Steve Sanghi summarized the current situation of PIC microcontroller market in a speech. He pointed out that SCM has blended into human being's life nowadays.

Applications from the digital alarm clock to the electric toothbrush and electric razor blades; from car locks, parking sensors, ABS, traffic control, radar traps and traffic monitors; from the family's life and office automation applications, lighting control (such as fluorescent lamps and ballasts control, emergency lights, etc.); family health implantable cardioverter defibrillator, gastric 90, as well as phone, fire control system, smoke detectors and other applications, which all are related to the technology of SCM.

Mr. Steve Sanghi further represented that the potential annual market demand reaches 48 hundred million pieces which was driven by industrial control and telecommunications MCU embedded application, such as consumption, automobiles and office automation, and the actual supply of only 3 hundred million pieces. Therefore, it is visible that MCU market is prosperous.

According to the joint investigation report by In-Stat and Microchip, the sale volume of SCM per vehicle in the 2006 reached 30 pieces; this number is expected to increase to 45 pieces per vehicle until 2010.

Global SCM application volume in consumer field is expected to reach 41.56 hundred million pieces. PC and peripheral of the MCU films is about 25.66 hundred million. MCU used in the sale of mobile phones will reach 16.4 million pieces, industrial applications is expected to reach 10.85 hundred million pieces. It is hard to imagine that what would our life might be like without SCM.

During 2006 Microchip Technology Summit, Mr. Xu jinshou, Executive Vice President of China Semiconductor Industry Association, discussed China's current development trends of semiconductor industry. He pointed out that "Chinese enterprises have to make good use of both domestic and international resources and markets, and to expand its international cooperation strengthen the development of innovative, IC industry to achieve sustained and rapid development and wide application of IC products.

Dr. Yang Zhao, Chief Executive Officer of MEMSIC Semiconductor Inc., his speech entitled "Towards Smarter IC system", indicated that the optimization of device cost and size must be achieved through continuous technological innovation. In order to provide a comprehensive solution and fully system integration to end users, the collaboration with other companies is essential.

Dr Wang Kai, Country manager of Greater China Broadcom Corporation represented the speech named "the Embedded Bluetooth technology in the field of application". He pointed out that "With the development of emergence of more and more advanced applications of Bluetooth capabilities, and greater use of remote control to the emerging multimedia applications, and the establishment of cooperation with local companies on how to achieve common success in depth is critical to success. We need to offer more help to our clients through independent innovation.

Mr. Li Ke, Vice General Manager of CCID, pointed out that "With the increasingly specialized division of the industrial chain, third-party development and cooperation is essential. With the development of the consumer electronics market in China continues to grow, the demand in MCU will continually grow.

About MEMSIC, Inc.

MEMSIC, Inc. is a semi-fabless IC company that specializes in Micro Electro Mechanical Systems ICs. MEMSIC has developed and brought to market a unique CMOS based accelerometer that contains no moving parts, is fabricated on a single chip, and is manufactured on a standard, sub-micron CMOS process. MEMSIC's technology turns traditionally expensive and unreliable MEMS accelerometers into highly affordable standard IC products with the highest long-term reliability and performance available today in the IC industry. For further information, please visit www.memsic.com.