

Choose PIC[®] MCUs

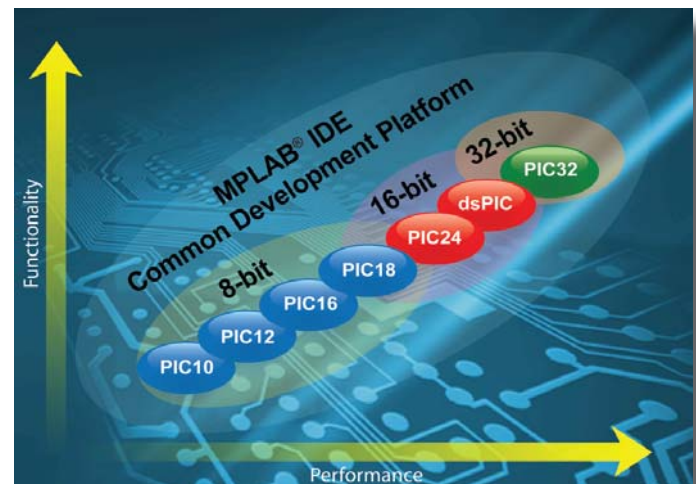


1. Broad portfolio of more than 550 PIC[®] microcontrollers
2. Comprehensive technical documentation and free software
3. MPLAB[®] Integrated Development Environment (IDE) is absolutely free and the MPLAB tool suite supports ALL of Microchip's 8-, 16- and 32-bit microcontrollers
4. Easy-to-Use, Faster Time-to-Market
5. Easy migration with pin and code compatibility
6. Wide product availability and shortest lead times in the industry
7. The only supplier to bring USB, LCD, Ethernet, Touch Sensing and CAN to the 8-bit market
8. World-class, 24/7 technical support and training

Wide Range of Package Options



Common Tools, Footprint and Software



Popular PIC MCU Families

PIC10: Extremely small footprint, 6-pins

PIC12: Low-cost, easy-to-use, 8-pins

PIC16: NEW Enhanced Mid-Range core optimized for C with simplified memory map

PIC18: High 8-bit performance optimized for C with advanced communication peripherals, low-power, up to 128 KB Flash and 80-pins

PIC24: 16-bit families for more memory and faster peripherals including low power and high performance

dsPIC[®] DSCs: Digital signal control with motor control and power conversion peripherals, seamless migration with PIC24 MCUs

PIC32: Up to 80 MHz of 32-bit performance, compatible with 8- & 16-bit devices



www.microchip.com/PIC

Discover the PIC[®] MCU Advantage

- **Broad portfolio of more than 550 PIC microcontrollers**
 - From .5K to 512 KB Flash
 - From 0.5 to 80 MIPS performance
 - Multiple package options from 6- to 100-pins
 - nanoWatt XLP™ for eXtreme Low Power, <20 nA Sleep mode
- **Comprehensive technical documentation and free software**
 - Easy to get your designs done fast
 - Free software for USB, TCP-IP, ZigBee®, touch sensing, display and more
 - Leverage thousands of app notes, code examples and software libraries
- **MPLAB[®] IDE is absolutely free and the MPLAB tool suite supports ALL of Microchip's 8-, 16- and 32-bit microcontrollers**
 - Easy code migration
 - Free C Compiler without code size limitations
 - User-friendly, inexpensive programming and debug tools
 - Low-cost demo boards help speed up prototyping efforts
- **Easy-to-Use, Faster Time-to-Market**
 - C-code friendly with industry-leading code efficiency
 - PIC Architecture is easy to learn, easy to use
- **Easy migration with pin and code compatibility**
 - One MCU platform for all of your applications
- **Wide product availability and shortest lead times in the industry**
 - Worldwide fulfillment channels
 - Long product life cycles – we are still manufacturing the original PIC MCUs
- **The only supplier to bring USB, LCD, Ethernet, Touch Sensing and CAN to the 8-bit market**
 - Industry-leading integrated peripherals
 - Integrated nanoWatt XLP technology
 - Communication peripherals (SPI, I²C™, UART, USB, wireless)
 - Analog (8-, 10- and 12-bit ADC, comparators)
- **World-class, 24/7 technical support and training**
 - World-wide field application engineers
 - Built to support over 60,000 customers
 - Comprehensive web seminars, videos, hands-on training, "Lunch & Learns" and customer conferences
 - Leverage on-line community support from other developers on the Microchip Forums



Have you looked at PIC MCUs recently?

- *more than 80 new products introduced since 2008*
- *World's lowest Sleep power MCUs with nanoWatt XLP*
- *Integrated USB on 8-bit, 16-bit and 32-bit MCUs starting under \$1*
- *Free C-compiler*
- *Free TCP-IP stack and USB drivers*
- *Packages sizes as small as 2x3 DFN*
- *Segmented Display Drivers up to 192 pixels for under \$1*

What else do you need??

Visit www.microchip.com/PIC for a 20% discount
on our most popular demo boards
PLUS
a CD containing all FREE Microchip C Compilers

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