

March 8-9, 2010 • San Diego, CA

Visit Microchip at Booth #505!

**Microchip Technology is exhibiting and presenting
at the World Meter Design Congress
co-located with Metering Billing/MDM America.**

Visit Microchip at **Booth #505** to experience **exciting demos**, win **prizes** and much more!
Microchip will have technical staff on hand to answer your design questions
and demonstrate our latest technologies.

Check out Microchip's Smart Design Sessions

Tuesday, March 9th • 8:00 am – 12:30 pm • Warner Center, Level 4

8:00 - 9:15 am

Designing consumer-appealing interfaces for the home environment

Serving today's utility customer means that equipment in the home environment needs to engage and appeal to the consumer. Understand the technologies and tools available today to make human interface easy and cost-effective.

9:15 - 9:30 am – Refreshment Break

9:30 - 10:30 am

Simplifying design efforts needed to connect metering systems to the home area network

The evolution of the home area network and the challenges it poses to the metering industry are being felt by design teams every day. Leveraging modular approaches from chip suppliers may provide opportunities for simplifying integration of home area network communication protocols into metering systems.

10:30 - 11:00 am – Refreshment Break

11:00 am - 12:30 pm

Leveraging chip technology for cost-effective design in the global metering market

Evolving standards and diverse requirements globally continue to challenge the metering industry. Leveraging chip technology to meet these design challenges may lower total system cost, R&D expenditures and prolong product life cycles.

Get Your **FREE** Exhibition Pass & Attend Microchip's Smart Design Sessions!

E-mail tracey-lee.zurcher@spintelligent.com or click **HERE** and enter code: **MIC001**

Remember to include in the e-mail or during registration that you want to attend our Smart Design Sessions.