



From: David Sroka - C16440
Sent: Monday, January 12, 2015 4:55 PM MST
To: Mike Pennell - C21822; Mark Bohm - C21577
CC: Eric Kawamoto - C21718
Subject: FW: Sparta and Tecvox
Attachments: UNG weekly_121914_sroka.pptx, MHDC_Product Brief_rev 1.pdf, RE Delphi update.msg, FW CES - Tecvox Meeting.msg, RE New USB Proposed device for Chrysler(Fiat).msg, Basic block diagram for Accessory Bridge Device.msg, Hello.msg, Tecvox Meeting Summar.msg

Fyi as well.
Dave

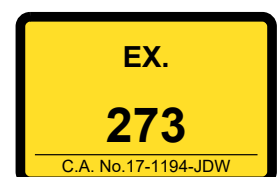
From: David Sroka - C16440
Sent: Friday, January 09, 2015 10:30 AM
To: Charles Forni - C21655
Subject: RE: Sparta and Tecvox

Hard to get everything in one place, but see the weekly ppt above which gives a snapshot on the status/plans. I have also included the meeting summaries for Tecvox, Chrysler, and Delphi, as this captures the 'flavor' of the discussions. Note Swaroop, Santosh and I spent time in Dec for the MHDC (Multi Host Device Controller), and Santosh has been coordinating even more (1 on 1). Also included some of Santosh's emails to show architecture thoughts.

First we are well positioned with USB84604 to win a good chunk of business, as it PPAP /production released. But we lost against Unwired at Chrysler, Ford, and GM, with their "spoofed" solution. Chrysler came to us very aggressively to look at doing a spoofed device. We agreed to go step by step (see weekly ppt) and decide what made sense. This really kept us in the game and by showing our experience in the area (product brief) and legitimized our inputs and concerns for both Sparta and MHDC (Multi Host Device Controller....we use this name as it relates to the patents).

Now we are getting indications that Unwired solution is late, forcing GM to go to production with FPGA module solution and now getting more interest from Ford and GM. Note GM is in a bad spot as they do not have an OTG port available in the Head Unit so cannot use USB84604. Ford has an OTG port so can use USB84604. Note Head Unit and Auto OEMs, love the Unwired as it provides: 1) persistent USB data to all downstream ports, 2) single upstream to the head unit (ie. one port/one cable/one head unit connection) that is really already there, 3) Head Unit just stays the host, but it then requires a custom host driver that the spoofed supplier needs to provide. Sparta provided item 1 but requires dual upstream connections, which is interfacing to many groups to implement. USB84604 provides for item 2 and needs OTG, but does not give the persistent port during Carplay, but we are pushing that this is really a minor item in the scheme of things.

So the NA OEMs have settled on Unwired Spoof but the Europeans are going dual upstream (discrete solution now, and then Sparta). Personally I feel that the best solution / economics always wins out and now upon the current level of analysis feel that this is the MHDC. But as Tecvox is willing to pony up the \$\$\$ (1-2M), I would direct that toward a Sparta solution that they are requesting, as Sparta is more a stapling of IP with internal muxes replacing the switches. This I hope could be done with more junior engr's, while keeping Santosh / A team on MHDC, which takes more USB expertise. If we could pull this



RESTRICTED - ATTORNEY EYES
ONLY

EX. 273 - Page 1 of 2

Microchip_275534

off, we would OWN the market no matter what, which will be 40-50Mu/Year.....2016-2020.....\$400-500M total.

Anyway, more than what you likely were looking for, but where we are at now.

Best regards,
Dave Sroka

From: Charles Forni - C21655
Sent: Friday, January 09, 2015 9:35 AM
To: David Sroka - C16440
Subject: Sparta and Tecvox

Hi Dave,
How are things going? I understand that the UNG Marketing team, Sales and others within Microchip will have a few coordinated Sparta, Carplay, auto, etc. discussions next week in Chandler. I spoke to Eric and believe that Swaroop (at my request) will be invited to some of these sessions -which is good for gaining visibility within the design team ...so thanks!

Separate from that, do you have a presentation, write-up, or emails that detail the situation at Tecvox and with Sparta? I spoke to Mitch and Eric and have a limited understanding regarding this situation and I am concerned. Anything that can help bolster my understanding would be beneficial....

Also, I am available for a chat at your convenience.

Thanks.

-Charlie

Charles Forni
Director Engineering,
UNG (USB & Networking Group)

Microchip Technology/SMSC
80 Arkay Drive
P.O. Box 18047
Hauppauge, NY 11788-8847
USA
Tel: (631) 435 6359
Cell: (631) 885 3410
E-Mail: Charles.Forni@Microchip.com
www.Microchip.com