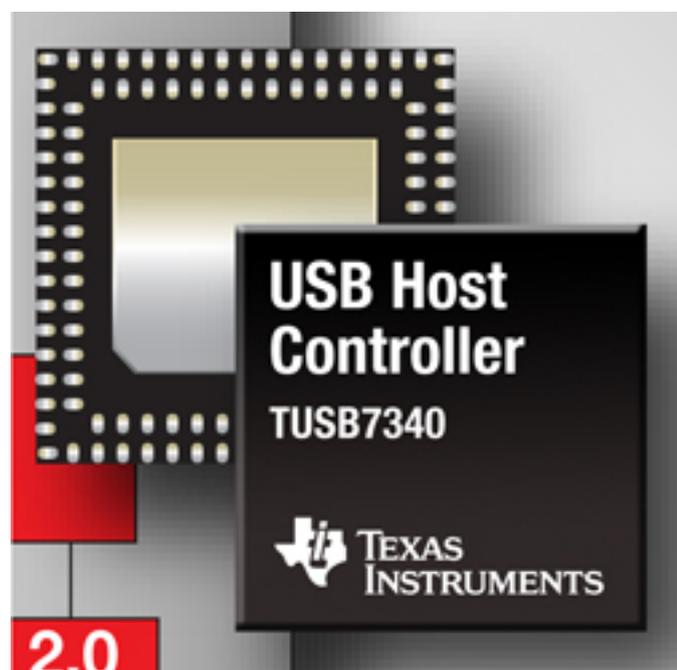


## **TI achieves industry's first SuperSpeed USB four-port extensible host controller with USB-IF certification**



Texas Instruments Incorporated (TI) today announced that it is the first semiconductor company to receive certification from the USB Implementer's Forum (USB-IF) for its SuperSpeed USB (USB 3.0) four-port extensible host controller (xHCI). In addition to the four-port host controller, the TUSB7340, TI also achieved certification for its two-port host controller, the TUSB7320. These four- and two-port host controllers support such applications as notebooks, desktop computers, workstations, servers, add-in cards and ExpressCard implementations, as well as PCIe-based embedded host controllers for HDTVs, set top boxes and gaming console applications. Download datasheets, order free samples, and request evaluation modules (EVMs) here: [www.ti.com/tusb7340-pr](http://www.ti.com/tusb7340-pr).

"The continuing certification of USB products is key to delivering a smooth and effortless experience to consumers worldwide as they purchase and interconnect their new electronic devices using SuperSpeed USB," said Jeff Ravencraft, President & COO, USB-IF. "We are pleased with the commitment Texas Instruments has made to this standard by delivering such a broad portfolio of SuperSpeed USB products, including their most recent four- and two-port host controllers."

TI continues to expand the industry's broadest portfolio of end-to-end SuperSpeed USB devices with products like these four- and two-port host controllers in addition to existing peripherals, transceivers, hub controllers, redrivers, power switches and ESD protection chips.

Host controller key features and benefits

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- Certified and compliant: USB-IF and Microsoft's Windows Hardware Qualification Laboratory (WHQL) standards ensure an open solution for interoperability with industry-wide peripherals and hubs for SuperSpeed USB.
- Sensitivity: Receiver sensitivity of less than 50 mV differential peak-to-peak is twice as good as that required by the USB 3.0 specification, which allows better detection of weak signals for use with longer cables and eases board layout challenges.
- Reduced BOM: Full state-machine architecture eliminates the need for any external storage device, such as EEPROM or Flash, saving bill of materials (BOM) costs by five percent compared to competitive solutions.

### Tools and Support

TI offers a variety of free tools and support to speed development with TI's TUSB7340 and TUSB7320:

- TUSB7340EVM evaluation module.
- TUSB7340 and TUSB7320 IBIS models.
- Four-port SuperSpeed USB xHCI PCIe Card Hardware Reference Design.

### Availability and pricing

These USB-IF-certified SuperSpeed USB host controllers come in a compact WQFN package and are sampling now. They will be in volume production by the end of April 2011, with suggested resale pricing of \$4.50 for the four-port TUSB7340 and \$3.50 for the two-port TUSB7320, in quantities of 1,000.

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