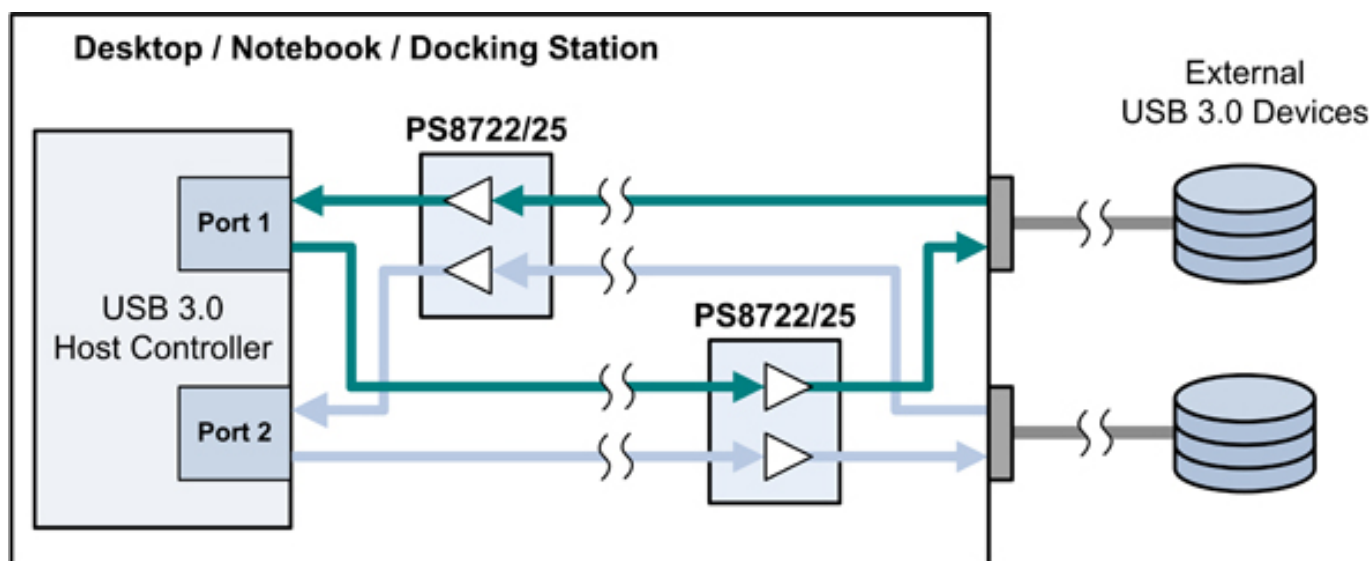


Low-power ICs available in a 3x3mm TQFN package

Parade Technologies today announced three new additions to the company's USB 3.0 Repeater/Redriver IC product line. Parade's new PS8711 is a single-channel unidirectional USB 3.0 Repeater/Redriver with both pin- and I2C-configurable performance controls; the PS8722 is a dual-channel unidirectional USB 3.0 Repeater/Redriver with pin-configurable performance controls; and the PS8725 is a dual-channel unidirectional USB 3.0 Repeater/Redriver with I2C-configurable performance controls.

All three devices are available in a 3x3mm TQFN package, the most compact USB 3.0 Redriver package available. And all three devices are offered in both 1.5V and 3.3V power supply versions. The 1.5V versions of each device are the lowest power USB 3.0 Repeater/Redrivers available.



"Parade is a key IC supplier to most of the world's leading computer OEMs, who have asked for signal reconditioning solutions that allow for optimal PCB placement to maximize system performance," explained Jimmy Chiu, VP of Marketing at Parade Technologies. "With a unidirectional Redriver, a USB input signal can be reconditioned by a device immediately adjacent to the USB controller, while the USB output signal can be reconditioned by a second repeater located next to the external USB receptacle."

USB 3.0 Fastest, Latest Version of Popular Interface Standard

USB is widely used in computers, peripherals, smart-phones and consumer electronics. The latest and fastest version of USB—USB 3.0—features the additional "SuperSpeed" data rate, a ten-fold speed increase over the USB 2.0 "High-Speed" data rate. Market research firms expect that USB 3.0 adoption will grow at 178%

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CAGR through 2015.

Operating at 5Gb/s, USB 3.0 is susceptible to degradation as the signal travels through PCB traces and lengthy cables. USB Repeater/Redrivers are used for signal reconditioning between the USB controller device and external USB ports to enhance signal integrity.

Convenient Compliance Test Mode Speeds System Design

All three Parade devices are fully compliant with the USB 3.0 specification. Unlike other USB Repeater/Redrivers, Parade devices incorporate a pin- or I2C-configurable automatic compliance-testing mode. This eliminates the need for special pin configurations when performing system compliance verification.

Price and Availability

The PS8711, PS8722 and PS8725 are sampling now, and production volumes will be available in December 2011.

The PS8711 will be priced at \$1.00 / ea. in high volume.

The PS8722 will be priced at \$1.50 / ea. in high volume.

The PS8725 will be priced at \$1.50 / ea. in high volume.

www.paradetech.com [1]

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