# Chip Enables Greater Storage Capacity and Faster Multimedia Access on Portable Devices

STMicroelectronics today introduced the industry's first voltage-level translator compliant with the latest SD (Secure Digital)[1] 3.0 standard. The increase in storage capacity and access speed of SD 3.0, together with the low static power consumption and small package size of ST's new level translator, makes it an ideal choice for interfacing application processors or digital basebands to SD memory cards in mobile phones, portable media players, tablets, digital cameras or personal navigation devices.

The SD 3.0 specification provides up to 2 terabytes of storage capacity and accelerates SD interface read/write speeds to 50 megabytes per second, at 50 MHz Double Data Rate. ST's newest voltage-level translator is the first device on the market to support the new standard, giving system designers a head start in developing portable applications with increased storage space and faster access to multimedia content, including music, videos and pictures.

The ST6G3244 couples high-speed operation with very low power dissipation, supported with the Power Down mode. Data integrity is secured through balanced propagation delays and electromagnetic-interference filters and signal conditioning. Recommended for portable devices that connect directly to the external memory card, ST's newest voltage-level translator incorporates 15kV air-gap electrostatic discharge protection on the card side.

ST's selectable-supply (1.8V or 2.9V), 6-bit bi-directional CMOS-level translator for SD, mini-SD and micro-SD memory cards is offered in a space-saving BGA25 package, reducing board area by more than 50% over current-generation devices (ST6G3238). It is backward pin-to-pin compatible with most existing SD 2.0

products, so customers can easily ‘hot swap’ and protect their investment in application development. The ST6G3244 is available in volumes, with unit pricing at $0.84 in quantities of 1,000 pieces.

information on ST can be found at www.st.com [1]

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[1] http://www.st.com