Press Release

Genesys Logic Announces Industry’s First USB Type-C™ Integrated USB 3.1 Gen 1 Hub Controller – GL3523S

Taipei, Taiwan, May 29, 2015 — Genesys Logic, Inc., a leading IC design company in mixed-signal, high-speed I/O technologies, today announced its high-performance USB Type-C™ integrated SuperSpeed hub controller, GL3523S.

GL3523S USB 3.1 Hub controller features USB 3.1 Gen 1 PHY developed in-house by Genesys Logic with on-chip integration of USB Type-C™ functions. By removing the need of external MUX and USB-C™ Configuration Channel (CC) controller, it not only eases the complex board design that would otherwise be required but also saves the BOM cost to help customers convert existing USB designs to support USB Type-C™. In addition, GL3523S offers the best performance/cost and lowest power consumption on the USB 3.1 market.

Regarding extending and natively supporting USB Type-C™ functions, GL3523S can be used in a variety of applications, such as NB/PCs, monitors, docking stations, retailed Hubs, and home entertainments. With the powerful signal transfer capability of USB-C™, the rising of USB Type-C™ applications is all but assured. USB Type-C™ connectors have started to appear in Ultrabooks, tablets, and mobile devices; the docking station and USB-C™ power adapter markets are also thriving. In USB Type-C™ applications, GL3523S not only provides expansion for USB ports but also features complete functions of CC controllers, including handshaking for reversible attaching, discovering/configuring VBUS (USB Type-C™ current modes up to 3A@5V), and configuring/providing VCONN power. Besides, GL3523S achieves high data throughput and power efficiency with the industry’s lowest 0.85W power consumption when all four downstream ports are operating with SuperSpeed devices and 9mW at reset state. It makes GL3523S ideal for power-demanding applications.

GL3523S can be flexibly configured according to customers’ needs such as disabling specific downstream ports, compound device setting, and customized GPIO/LED usages. GL3523S has built-in 5V to 3.3V and 5V to 1.2V regulators which saves both cost and area on the PCB board. In addition, GL3523S supports both individual and gang mode and is available in BGA144, QFN 88-pin and QFN 64-pin packages. BGA144 offers 5 USB -C™ ports while QFN88 offers 2 USB-C™ and 3 USB-A ports and QFN76 offers 3 USB-C™ ports.

Genesys Logic has been a leader in USB design and development with multiple USB device solutions on the market. What really distinguishes its products from the competitors’ is a robust USB PHY that not only reduces manufacturing cost but also shortens the development time it takes for the customers to get their systems to the market. Looking forward, Genesys Logic is developing 10G SerDes technologies that can be used in the 10G extension of the USB 3.1 Gen 2 standard.
Genesys Logic participates in COMPUTEX 2015 and demonstrates its USB 3.1 Gen 1 family of products in the USB Community with booth number M0820. For more information on Genesys Logic and its products, please visit Genesys Logic’s website http://www.genesyslogic.com.

About Genesys Logic

Founded in 1997, Genesys Logic Inc. (TWO:6104) develops system controller ICs and interface controller ICs for high-speed I/O applications, such as USB 2.0, USB 3.0, IEEE 1394, PCI Express, Serial ATA up to 6.0Gbps and others. Its major products are USB Storage, USB Hub and scanner controllers.