



International CES Is About to Begin

Etron Introduces a New eV268 Dual-Channel USB 3.0 Flash Drive Controller IC at the Show

The 2012 Consumer Electronics Show (CES) held in Las Vegas is about to begin. Etron Technology, Inc. (Taiwan GTSM: 5351) will launch at the show a new dual-channel USB 3.0 Flash Drive Controller IC eV268. These products are made with Etron's completely self-developed USB 3.0 hardware and software technologies, and provide customers with a total solution of using both Etron's host and device ICs to enjoy the data transfer experiences. Etron has further strengthened her marketing position of supplying various USB 3.0 controller chips for fast growing USB 3.0 application markets, and creates win-win opportunities with her strategic system customers.

Etron will display these new USB 3.0 chips at both the USB-IF TechZone (booth number #30769) and its individual booth 37031 in the South Hall 4 of the Las Vegas Convention Center at CES 2012 from January 10th to 13th. There will be on-site dynamic displays with professional narrators. Please visit www.etrone.com.tw for more information.

Advent of the Dual-channel Flash Drive Controller SoC Chip

As Etron's USB 3.0 host controller products have become the mainstream of the market, the Company has also begun to introduce new USB 3.0 device products. The high-performance eV268 USB 3.0 Flash Drive Controller IC that is going to show up at CES has possessed a dual-channel flash memory interface. The eV268 chip has 60 bit ECC function, which supports Error Check and Correction capability on all

SLC/MLC/TLC NAND Flash memories made of 3x nm, 2x nm, and 1x nm advanced CMOS technologies from different flash memory manufacturers. This eV268 product line has two products. The first one is labeled as eV268H, which features supporting 8CE (Channel Enable) and has achieved optimal values between fast data transfer rate and cost effectiveness. The second product is labeled as eV268K, which shows very high performance with using various synchronous or toggle-mode MLC flash memories. The eV268K expands its operation up to 16CE and presents 230 megabytes per second. The products have been adopted by some of Etron's customers in manufacturing high performance flash drives.

Etron's cutting-edge device product, eV268 USB 3.0 Flash Drive Controller, with high-performance Flash semiconductor storage technology, combines its advantages of using Etron's unique self-developed USB 3.0 PHY analog blocks, controller IPs, and software to deliver the performance of data transfer rate up to 238 MB/sec. The eV268 achieved the USB-IF certification and may use the SuperSpeed USB logo, which means it passed the USB-IF's certification and compliance program and is compliant to the world-class standard. All these Etron's USB 3.0 SoC chips and a friendly consolidated platform have helped system customers to fast develop both USB 3.0 host and device system products, and are achieving more mutual win-win successes.

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