

News Release

SC-09058

Media Contacts:

Tiffany Pang Texas Instruments 214-567-0324

tiffany.pang@ti.com

Melissa Cafiero GolinHarris 972-341-2523

mcafiero@golinharris.com

(Please do not publish these numbers or e-mail addresses.)

Texas Instruments introduces first SuperSpeed USB transceiver test chip

Transceiver to be shown at the USB Developers Conference will help speed implementation of SuperSpeed USB

DALLAS (May 14, 2009) –Texas Instruments Incorporated (TI) (NYSE:TXN), an active member of the [SuperSpeed USB 3.0 promoters group](#), today introduced a new 5-Gbps transceiver test chip designed to the USB 3.0 specification version 1.0. The new transceiver is capable of driving and receiving signals over 4-m USB 3.0 cables to ensure data integrity. This transceiver will be demonstrated at the USB Developers Conference in Tokyo, Japan on May 21-22, in booth #1. For more information on TI's SuperSpeed USB technology see: www.ti.com/superspeedusb3-pr.

The new SuperSpeed USB transceiver and Synopsys' intellectual property (IP) digital controller tested successfully at the USB-IF SuperSpeed Peripheral Interoperability Lab. "Demonstrating interoperability between Synopsys' DesignWare SuperSpeed USB digital controller and TI's USB transceiver gives designers confidence that the IP functions successfully in a real-world system environment," said John Koeter, vice president of marketing for the Solutions Group at Synopsys. "Synopsys and TI are working together to help advance new technology into the market quickly, while minimizing risk and speeding time-to-market."

Key Features

- Integrated spread spectrum PLL
 - Supports multiple input reference frequencies: 20 MHz, 25 MHz, 30 MHz and 40 MHz
- PIPE3 and ULPI compliant interfaces
- Tested successfully at the USB-IF PIL
- Programmable transmitter pre-emphasis
- Best-in-class adaptive receiver equalizer

Key Benefits

- Saves system cost by eliminating the need for an external spread spectrum clocking device
- Interoperability across a wide selection of ASIC / FPGA platforms eases designs by allowing designers to work with the same USB device, regardless of the processor platform

Availability

Texas Instruments introduces first SuperSpeed USB compliant transceiver test chip

Page 2

The first in TI's SuperSpeed USB family of devices, the TUSB1310, SuperSpeed USB transceiver, will sample in 4Q09 and volume production is expected in 1Q10. In addition, evaluation modules will be available to interface the TUSB1310 to a variety of processor and FPGA implementations.

Find out more about TI's SuperSpeed USB technology by visiting the links below:

- For more information on USB technology: www.ti.com/usb-pr
- See TI's wide-ranging interface portfolio and selection guide: www.ti.com/interface-pr
- Get questions answered on TI's E2E online community: <http://community.ti.com>

#

About Texas Instruments

Texas Instruments (NYSE: TXN) helps customers solve problems and develop new electronics that make the world smarter, healthier, safer, greener and more fun. A global semiconductor company, TI innovates through design, sales and manufacturing operations in more than 30 countries. For more information, go to www.ti.com.

Please refer all reader inquiries to:
Texas Instruments Incorporated
Semiconductor Group, SC-09058
Literature Response Center
14950 FAA Blvd.
Fort Worth, TX 76155
1-800-477-8924

Trademarks

All registered trademarks and other trademarks belong to their respective owners.