

## News Release

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### **TI achieves industry's first SuperSpeed USB four-port extensible host controller with USB-IF certification**

DALLAS (April 11, 2011) – Texas Instruments Incorporated (TI) (NYSE: TXN) today announced that it is the first semiconductor company to receive certification from the USB Implementer's Forum (USB-IF) for its SuperSpeed USB (USB 3.0) four-port extensible host controller (xHCI). In addition to the four-port host controller, the [TUSB7340](#), TI also achieved certification for its two-port host controller, the [TUSB7320](#). These four- and two-port host controllers support such applications as notebooks, desktop computers, workstations, servers, add-in cards and ExpressCard implementations, as well as PCIe-based embedded host controllers for HDTVs, set top boxes and gaming console applications. Download datasheets, order free samples, and request evaluation modules (EVMs) here: [www.ti.com/tusb7340-pr](http://www.ti.com/tusb7340-pr).

“The continuing certification of USB products is key to delivering a smooth and effortless experience to consumers worldwide as they purchase and interconnect their new electronic devices using SuperSpeed USB,” said Jeff Ravencraft, President & COO, USB-IF. “We are pleased with the commitment Texas Instruments has made to this standard by delivering such a broad portfolio of SuperSpeed USB products, including their most recent four- and two-port host controllers.”

TI continues to expand the industry's broadest portfolio of end-to-end SuperSpeed USB devices with products like these four- and two-port host controllers in addition to existing [peripherals](#), [transceivers](#), [hub controllers](#), [redrivers](#), [power switches](#) and [ESD](#) protection chips.

#### **Host controller key features and benefits**

- **Certified and compliant:** USB-IF and Microsoft's Windows Hardware Qualification Laboratory (WHQL) standards ensure an open solution for interoperability with industry-wide peripherals and hubs for SuperSpeed USB.
- **Sensitivity:** Receiver sensitivity of less than 50 mV differential peak-to-peak is twice as good as that required by the USB 3.0 specification, which allows better detection of weak signals for use with longer cables and eases board layout challenges.
- **Reduced BOM:** Full state-machine architecture eliminates the need for any external storage device, such as EEPROM or Flash, saving bill of materials (BOM) costs by five percent compared to competitive solutions.

#### **Tools and Support**

TI offers a variety of free tools and support to speed development with TI's TUSB7340 and TUSB7320:

- TUSB7340EVM [evaluation module](#).

- TUSB7340 and TUSB7320 [IBIS models](#).
- Four-port SuperSpeed USB xHCI PCIe Card [Hardware Reference Design](#).

### **Availability and pricing**

These USB-IF-certified SuperSpeed USB host controllers come in a compact WQFN package and are sampling now. They will be in volume production in May 2011, with suggested resale pricing of \$4.50 for the four-port TUSB7340 and \$3.50 for the two-port TUSB7320, in quantities of 1,000.

### **Learn more about TI's SuperSpeed portfolio:**

- Order TUSB7340 and TUSB7320 samples and EVMs: [www.ti.com/tusb7340-pr](http://www.ti.com/tusb7340-pr).
- Watch this video to learn about TI's SuperSpeed USB ecosystem: [www.ti.com/ss3video-pr](http://www.ti.com/ss3video-pr).
- Follow USB expert, Dan Harmon, in his Consumer and Computing Interface blog: [www.ti.com/usb3blog-pr](http://www.ti.com/usb3blog-pr).
- Quickly search TI's entire portfolio of SuperSpeed USB and other interface devices or download the latest selection guide: [www.ti.com/interface-pr](http://www.ti.com/interface-pr).
- Ask questions and help solve problems with fellow engineers in the TI E2E™ Community: [www.ti.com/interfaceforum-pr](http://www.ti.com/interfaceforum-pr).

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### **About Texas Instruments**

Texas Instruments semiconductor innovations help 80,000 customers unlock the possibilities of the world as it could be – smarter, safer, greener, healthier and more fun. Our commitment to building a better future is ingrained in everything we do – from the responsible manufacturing of our semiconductors, to caring for our employees, to giving back inside our communities. This is just the beginning of our story. Learn more at [www.ti.com](http://www.ti.com).

### **About the USB-IF**

The non-profit USB Implementers Forum, Inc. was formed to provide a support organization and forum for the advancement and adoption of USB technology. The USB-IF facilitates the development of high-quality, compatible USB devices through its logo and compliance program and promotes the benefits of USB and the quality of products that have passed compliance testing. Further information, including postings of the most recent product and technology announcements, is available by visiting the USB-IF website at [www.usb.org](http://www.usb.org).

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