

## **Philips unveils industry's first available Hi-Speed USB Host Controllers with peripheral and On-The-Go support**

*New high performance chips enable diverse USB connectivity profiles for embedded systems in consumer, PC peripheral and communication applications*

**San Jose, Calif., February 10, 2004** – Royal Philips Electronics (NYSE: PHG, AEX: PHI) today announced the industry's first available Hi-Speed Universal Serial Bus (USB) host controllers for embedded systems. The two new devices are the ISP1760 controller, a Hi-Speed USB host controller, and the ISP1761 controller, which is a single-chip Hi-Speed USB Host and Peripheral controller with USB On-The-Go (OTG) support. They feature high throughput and low power consumption, enabling the best bandwidth offered in the USB 2.0 specification at 480 Megabits per second (Mbps). These new Hi-Speed USB controllers will change how people connect to information, entertainment and services more quickly and conveniently.

The new Philips ISP1760 host controller chip is designed for set-top boxes (STBs), digital televisions (DTVs), DVD recorders and other consumer products to create a high-speed USB connection to PC peripherals such as printers, hard disk drives, memory cards or scanners. This makes it convenient to quickly store and review digital content.

The single-chip ISP1761 controller includes Hi-Speed capability for both the device and host function. It is OTG-capable and provides for point-to-point communication between portable devices such as mobile handsets, personal digital assistants (PDAs), digital still cameras (DSCs), digital video cameras (DVCs) and MP3 players. For example, this makes it easy to transfer a digital camera image directly to a printer. In addition, the ISP1761 can establish itself as a USB host. This means information from a PC in the office could be downloaded onto an OTG-equipped PDA, then the PDA could be taken on the road and serve as the host to support printing, or music download to another device. This OTG capability revolutionizes mobile applications.

“Philips is the first to deliver high performance, Hi-Speed USB and Hi-Speed USB OTG solutions that will change the way people transfer information and digital content,” said Dave Sroka, director of marketing at Philips Semiconductors. “Given the boom of connected consumer devices, with Philips' ISP176x family of USB solutions, we can transform PDAs, digital cameras or smartphones to be the center of connectivity.”

Power consumption is especially important for portable devices. The ISP1761 family features a power-optimized architecture for low power consumption in both operating and suspend modes. A hybrid power-down mode allows the USB devices to be powered from both the USB cable and the system power supply. When this power reallocation is

utilized, the power consumption of the ISP1761 or ISP1760 from the board supply is reduced by over 40 percent.

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**Pricing and Availability**

The ISP1760 Hi-Speed host controller is priced at US \$4.90 at quantities of 100,000 units, while the ISP1761 host/peripheral controller is priced at US \$5.90 in quantities of 100,000 units. Both semiconductor solutions will be sampling in February 2004. The ISP176x Intel® XScale®/Linux reference kit will be available in Q1 2004 and the ISP176x PCI reference kit will be available in Q2 2004.

**About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands is one of the world's biggest electronics companies and Europe's largest, with sales of \$30.1 billion (EUR 31.8 billion) in 2002. It is a global leader in color television sets, lighting, electric shavers, medical diagnostic imaging and patient monitoring, and one-chip TV products. Its 166,500 employees in more than 60 countries are active in the areas of lighting, consumer electronics, domestic appliances, semiconductors, and medical systems. Philips is quoted on the NYSE (symbol: PHG), Frankfurt, Amsterdam and other stock exchanges. News from Philips is located at: [www.semiconductors.philips.com](http://www.semiconductors.philips.com).

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