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News Release

Genesys Logic Showcases USB 3.0 Family of Products at CES 2011

Taipei, Taiwan, Jan. 6, 2011—Genesys Logic, a leader in mixed-signal & high-speed I/O ICs, participates in CES 2011 from Jan. 6th to 9th to demonstrate its USB 3.0 family of products, including the 4-port HUB controller (GL3520), the super-speed flash card reader controller (GL3220), and the SATA bridge controller (GL3310) for external hard drives. Genesys Logic's booth is located at Las Vegas Convention Center South Hall 4 (upper level), inside the USB TechZone with booth number 36505.

The GL3520 4-port HUB controller features USB 3.0 PHY developed in-house by Genesys Logic and a USB 2.0 hub core from the highly acclaimed GL850G/GL852G (the leader in USB 2.0 hub market share). Besides offering USB 3.0's high transmission speed, GL3520 is the only USB 3.0 HUB controller in the market that is not only compatible to existing USB 3.0 Host and Device solutions but also provides complete compatibility to USB 3.0/2.0/1.1. In addition, GL3520 is the most power efficient USB 3.0 HUB controller in the market. By leveraging advanced power-saving techniques developed for USB 2.0, GL3520 consumes much less power, either at full speed or idle, than similar products available in the market. Furthermore, GL3520 supports the latest fast charge function defined in USB-IF's USB Battery Charging (Rev. 1.1) specification to substantially curtail time spent in charging a handheld device and bring more convenience to the consumers.

GL3220 is a USB 3.0 super-speed flash card reader controller that has been certified by USB-IF. It supports all high-speed memory card specifications available in the market such as CF v5.0 UDMA6, SD v3.0, MS PRO-HG, and the new-generation large-capacity SDXC & MSXC memory cards (Max. capacity: 2TB). In view of microSD's popularity as the storage media of new-generation mobile phones, the microSD interface is also supported by GL3220. It allows a customer's product to have all 5 independent memory card slots for the end user's convenience. Moreover, GL3220 has built-in power regulators to convert the supplied power from 5V to 3.3V and from 3.3V to 1.2V as well as a built-in power switch that controls the power to those 5 sets of memory cards so that a customer can build a most cost-effective USB 3.0 card reader. GL3220 also has multiple GPIOs in the hardware to allow customization by different customers.

GL3310 is a power efficient and highly integrated USB 3.0 to SATA 3Gb/s bridge controller. It can be used in various portable peripheral products such as USB flash drives, external solid-state drives, and portable external hard drives. With in-house developed USB 2.0, USB 3.0 and SATA 3Gb/s high-speed SerDes circuits, GL3310 has already been certified by USB-IF for SuperSpeed USB bus-powered products. In volume production since Q3 2010, GL3310 is praised by the customers for its high product quality and its industry-leading low power consumption.

For more information associated with products and Genesys Logic, please visit Genesys Logic's website <http://www.genesyslogic.com/>.