Etron Technology Takes the Lead in Launching Three New USB IC Products: EJ898 (USB PD 2.0), EJ179V (USB Type-C Switch with Integrated Logic Control), and EJ988 (the World's First IC that Integrates the USB Type-C Switch and PD 2.0 Function)

Leading the Market and Enabling Customers to Develop New, Innovative Products

The innovative USB 3.1, USB Power Delivery and USB Type-C Cable and Connector specifications enable rapid speeds of up to 10 Gb/s, greatly increased power delivery (USB Power Delivery, or USB PD) of up to 100 watts and a new cable and connector scheme. These significantly improved functionalities will benefit the consumer electronics world, including electronic and mobile devices, PCs, home appliances, car appliances, and more. Etron Technology (Taiwan GTSM: 5351) has launched a series of new USB IC products based on USB Implementers Forum (USB-IF) specifications: 1) the EJ898, a USB PD 2.0 controller IC; 2) the EJ179V, a USB Type-C Switch with integrated logic control; 3) the EJ988, the world’s first integrated IC that combines a USB Type-C Switch with PD 2.0 functionality, leading the market and enabling system vendors to rapidly launch electronic products incorporating USB 3.1, USB Type-C and USB Power Delivery.

“USB-IF anticipates products incorporating the new USB specifications to begin entering the market in 2015,” said Jeff Ravencraft, USB-IF President and COO. “Companies like Etron are enabling the development of the next generation of USB.”

Etron has taken the lead to launch the EJ898, a USB PD 2.0 controller IC. USB PD controllers manage the transmission of voltage and current, providing new specifications for power delivery. USB PD includes both PD 1.0 for Type-A and Type-B connectors, and now PD 2.0 which fits the needs of USB Type-C connectors. The EJ898 can deliver power up to 100 watts, (5 Amps at 20 Volts), and allows two-way power delivery between the power provider and the consumer of power, creating a high degree of flexibility and ability to optimize power management. The EJ898 is suitable for the USB 3.1, USB 3.0, and USB 2.0 interfaces and other USB specifications and can be widely used in all sorts of electronic systems and devices with charging functions. Etron thus now features a full range of USB PD 1.0 to USB PD 2.0 products to meet the diverse needs of its customers.

Targeting the USB Type-C Switch solution, Etron has launched multiple IC products, starting with the announcement in October 2014 of the EJ179S, a USB Type-C Switch IC. Today, Etron is announcing the launch of an innovative new USB Type-C Switch IC, the EJ179V,
which integrates logic control. The EJ179V can support the new USB Type-C reversible connector and the control signal from external power sources. With its integrated multi-function logic control, the EJ179V can reduce the number of components and size required for system circuit boards to meet the USB Type-C size specification of 8.4mm x 2.6mm. Also, to meet the charging needs of mobile and tablet devices, the EJ179V can provide 3 Amps at 5 Volts, or 15 Watts of USB power delivery, and multiple devices can share the plug, greatly improving convenience for consumers and eliminating duplicate resources.

Acknowledging the needs of most customers who have limited space in their system products or wish to reduce welding on motherboards, Etron Technology is the first in the world to launch an IC that integrates the USB Type-C Switch and the PD 2.0 function, the EJ988. The EJ988 supports USB Type-C reversible cable and connectors, permits power delivery of 5 Amps at 20 Volts to reach up to 100 watts, and provides rapid data transfer speeds of up to 10 Gb/s. Thus, the EJ988 reduces volume required for these USB functions and saves significant space on motherboards. The EJ988 is highly suitable for compact mobile devices and wearables.

Etron Technology will be showcasing its innovative new products at International CES on January 6-9, 2015. The product demonstration will include the three brand new USB products supporting the USB 3.1, USB Type-C and USB Power Delivery specifications. Etron welcomes you to visit their booth at the Las Vegas Convention Center (LVCC), South Hall 4, No. 35329. There will be live demonstrations and teams available to explain the products and conduct any discussions necessary. For more relevant information, please visit Etron’s website on www.etron.com.

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