

# NEWS ANNOUNCEMENT

For Immediate Release

## **Fresco Logic Announces USB-IF Certification for its 2nd Generation SuperSpeed USB Host Controller FL1009**

*Also Debuts its 1<sup>st</sup> Device Application: A Superspeed USB 1080p Webcam*

**Intel Developer Forum, Beijing China** – April 12, 2011 – Fresco Logic, a global fabless semiconductor company that designs, develops and markets USB 3.0 connectivity solutions, is demonstrating its Superspeed USB 1080p camera controller prototype for broad range consumer applications in the SuperSpeed USB community and Intel's Advanced Technology Zone at the Intel Developer Forum (IDF) Beijing. This new demonstration shows real-time streaming of uncompressed 1080p HD content at 30 frames per second (FPS) from a SuperSpeed USB webcam. The camera pairs Fresco Logic's USB3.0 camera controller with consumer-grade sensor and optics. The camera is plugged into a commercially available laptop, powered by a Fresco Logic Host controller chip.

Fresco Logic also announced that its second generation USB 3.0 xHCI host controller, FL1009, has been certified by the USB Implementers Forum (USB-IF). FL1009 has been designed into notebooks, motherboards and add-in cards by tier-1 PC OEMs and ODMs.

"Consumers continue to drive the demand for SuperSpeed USB products at accelerated rates, and the market is hungry for cost-effective applications powered by SuperSpeed USB technology," said Jeff Ravencraft, President & COO, USB-IF. "We are pleased with Fresco Logic's contributions to SuperSpeed USB technology in delivering USB 3.0 host controllers to the industry that have met our certification requirements."

"This is another key milestone for Fresco Logic in that it marks the 1<sup>st</sup> time that we are entering the USB 3.0 device application space," said Bob McVay, CTO of Fresco Logic "Fresco Logic's camera controller is a response to customer demand for a next-generation, affordable consumer webcam with 1080p quality. It is a cost effective solution that we think will be ideal for applications like eye tracking, face recognition, and gesture control. Of course it also provides HD-quality imaging for traditional webcam applications as well."

### **About Fresco Logic**

Fresco Logic is a fabless chip company providing advanced solutions that deliver highly-efficient connectivity, such as USB 3.0 for next-generation consumer electronics, personal computing, storage and mobile devices. As a leader in USB 3.0, also known as SuperSpeed USB, Fresco Logic provides a comprehensive offering of silicon, software and reference designs to help system designers accelerate the adoption of USB 3.0.

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