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News Release:

Prolific demonstrates SuperSpeed USB 3.0 Products at SuperSpeed USB Developers Conference in Taipei

Prolific Technology Inc., a well-known solution provider leader in the external storage device market, will demonstrate its single-chip SuperSpeed USB 3.0 storage solutions at the SuperSpeed USB Developers Conference in Taipei, Taiwan on April 1-2, 2010.

Already out in the market this year, Prolific will demonstrate the PL2771 SuperSpeed USB 3.0 to SATAII Bridge Controller IC for external HDD/ODD/SSD storage solutions. SuperSpeed USB 3.0 delivers ten times the performance of Hi-Speed USB 2.0 and Prolific will showcase a PL2771 SuperSpeed USB 3.0 drive with a transfer speed of up to 250Mbytes/sec. The PL2771 is also fully backward compatible with all USB 2.0/1.1 hosts and standard USB Mass Storage drivers built inside Windows, Mac, and Linux PCs. The PL2771 adopts 0.13um process and has an embedded high performance 8-bit microcontroller that can be used to support versatile system applications such as one button backup, power control, and other unique features for USB storage solutions. With a special power consumption control technique, the total power consumption of the controller can be lowered by evenly distributing the power consumption of 3.3V and 1.2V systems, thus providing the most optimal BOM list and the lowest cost for USB3.0 external storage device. The PL2771 is now available in LQFP64 and QFN48 packages.

In addition, Prolific will soon launch its SuperSpeed USB 3.0 to SATA RAID Controller chip solution with RAID0/1 features and eSATA support. Prolific will further expand its USB 3.0 product roadmap by developing other chip solution in the fields of data encryption, multimedia, and display so as to provide customers with total solution. "Prolific believes that the potential of the USB 3.0 market should not be overlooked as it will be crucial in driving the future growth of our company." said CF Ma, VP, Smart IO Business Unit at Prolific.



About Prolific Technology, Inc.

Prolific Technology, Inc., founded in November 1997, is a leading IC design house and ASIC design service provider. The company started out by developing Smart I/O IC solutions, focusing on niche USB controller products. The company will also continue to introduce new technologies for existing IC product base that will offer customers with a wide range of product solutions.

For more product information, please visit Prolific Website: www.prolific.com.tw