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Microchip's New SuperSpeed Certified USB3 Controller Hubs Are World's First with On-Chip Programmable Memory

3rd Generation Family Includes Hybrid Version with Certified 4-Port USB3 Hub and 3 Additional USB2 Lanes; Industry's Most Complete and Flexible USB3 Hub Offering

CHANDLER, Ariz.--(BUSINESS WIRE)-- Microchip Technology Inc. **(NASDAQ: MCHP)**, a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced its third-generation **USB3 Controller Hubs** (UCH3s)—the four-member **USB553XB-5000 family**, which is SuperSpeed Logo Certified by the USB Implementers Forum and is the world's first to integrate OTP Flash configuration memory. This UCH3 family is also the industry's most flexible, as it includes a seven-port hybrid version with a certified four-port USB3 hub and three additional USB2 lanes. The remaining three family members feature two-, three- and four-port USB3 hubs, respectively, providing a broad migration path for the designers of PCs, peripherals, computing platforms, storage solutions, networking and consumer devices, set-top boxes, docking stations and monitors.

The designers of computing and peripheral platforms are rapidly adopting the USB3 standard for its increased bandwidth of 5 Gbps and higher-power charging ports. To address market pricing, delivery and differentiation pressures, designers need USB3 controller hubs with a high degree of flexibility and integration. Microchip's new UCH3 family lowers system costs and speeds development by integrating programmable memory that allows OEMs to quickly customize their products and ensure operating-system compatibility, without the added cost, complexity and board space of off-chip memory. Additionally, the hybrid controller provides the flexibility to create applications with both USB3 and USB2 ports, such as mobile and PC docking stations, monitors and other peripherals. The availability of two-, three- and four-port USB3 family members enables designers to easily migrate to the best UCH3 for each design within their platform.

"We're continuing our legacy of leadership in USB with this latest family of programmable, certified USB3 controller hubs," said Mitch Obolsky, vice president of Microchip's USB and Networking Group. "As the market leader in USB2 technology, Microchip continues to invest in USB3 connectivity solutions that help our OEM customers achieve their own market leadership."

Development Support

This programmable USB3 controller hub family is the latest to be supported by Microchip's ProTouch hub configuration software tool, which is available today for free download from **http://www.microchip.com/get/ASDL**. ProTouch software makes it easy to generate configuration settings and program the UCH3's internal OTP Flash, or any external SPI Flash.

On the hardware side, Microchip is also announcing two new evaluation boards to support this family. Part # **EVB-USB5537B** is available today for $399, and supports the seven-port USB5537B-5000 hybrid controller hub with four USB3 connectors and three additional USB2 connectors. Part # **EVB-USB5534BC** is also available now for $399, and supports the development of four-port USB3 applications, along with battery charging.

Pricing and Availability

All four members of Microchip's third-generation **USB3 Controller Hub Family** are available today for sampling and volume production, with prices starting at $3.58 each in 10,000-unit quantities. The two-, three- and four-port USB5532B-5000, USB5533B-5000 and USB5534B-5000 are available in 64-pin QFN packages. The seven-port, hybrid USB5537B-5000 is available in a 72-pin QFN package. For additional information, contact any Microchip sales representative or authorized worldwide distributor, or visit Microchip's Web site at **http://www.microchip.com/get/CQ0H**. To purchase products mentioned in this press release, go to **microchipDIRECT** or contact one of Microchip's authorized distribution partners.

Resources

High-res Images Available Through Flickr or Editorial Contact (feel free to publish):

- Chip Graphic: **http://www.microchip.com/get/7JTX**
- Block Diagram: **http://www.microchip.com/get/FBC2**
- EVB-USB5537B Tool Photo: **http://www.microchip.com/get/JFSG**
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Microchip Technology Inc. (NASDAQ: MCHP) is a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, providing low-risk product development, lower total system cost and faster time to market for thousands of diverse customer applications worldwide. Headquartered in Chandler, Arizona, Microchip offers outstanding technical support along with dependable delivery and quality. For more information, visit the Microchip website at **http://www.microchip.com/get/STV0**.

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