June 2, 2015

Microchip's New Smart Hub with FlexConnect Broadens Application Space of USB3.0 Hubs

New USB3.0 Smart Hub Family Reduces System BOM and Design Complexity

CHANDLER, Ariz., June 2, 2015 /PRNewswire/ -- **[NASDAQ: MCHP]** — Microchip Technology Inc., a leading provider of microcontroller, mixed-signal, analog and Flash-IP solutions, today announced from Computex Taipei the first USB3.0 Smart Hub that enable host and device port swapping, I/O bridging, and various other serial communication interfaces. The **USB5734** and **USB5744** feature an integrated microcontroller that enables new functionality for USB hubs while lowering overall BOM costs and reducing software complexity. The USB5734/44 family is USB-IF logo certified (TID 330000058) and features best-in-class signal integrity enabling more robust PCB designs and reducing sensitivies to cable, connector and layout variations.

To learn more about Microchip's USB5734 and USB5744, visit **http://www.microchip.com/USB5734-Page-060215a**. And, view a brief presentation, here: **http://www.microchip.com/USB5734-USB5744-Press-Presentation-060215a**

 A Smart Hub is a USB hub that integrates system-level functions typically associated with a separate MCU or processor. Microchip's new USB3.0 Smart hubs enable the upstream host controller to communicate to numerous types of external peripherals beyond the USB connection through direct bridging from USB to I^2C™, SPI, UART and GPIO interfaces. This integrated functionality can greatly reduce the complexity of system design by eliminating the need for additional external microcontroller, while providing improved control from the USB host hardware.

Microchip's patented FlexConnect technology provides the USB5734 Smart Hub the unique ability to dynamically swap between a USB host and a USB device through hardware and/or

software system commands giving the new USB host access to downstream resources. This same FlexConnect technology can also switch common downstream resources between two different USB hosts. Incorporating FlexConnect into a system simplifies the overall software requirements of the primary host, as class drivers and application software stay local to the Device-turned-Host.

System developers can easily configure ports and choose application settings with low-cost resistor bootstraps. If more advanced functionality is required, the USB5734/44 can be configured and programmed with Microchip's configuration tool, ProTouch2.

The USB5734 and USB5744 USB3.0 controller hubs serve a wide range of applications in the computing, embedded, medical, industrial and networking markets. Examples of end applications include HDTV, tablets, notebooks, eReaders, cameras, docking stations, monitors, handheld devices, point-of-sale equipment, ATMs, set-top boxes, break-out boxes, motion sensors, among others. Available 56-pin, 7 x 7 mm package, the USB5744 is the industry's smallest USB3.0 Hub for applications where board space is important.

"Microchip's new Smart Hubs build on three generations of successful USB3.0 hubs, integrating more advanced functionality through additional communication interfaces, while our unique FlexConnect technology adds host port swapping and switching," said Mitch Obolsky, vice president of Microchip's USB and Networking Group. "The USB5734 and USB5744 simplify system design, reduce board area, are USB-IF logo certified and deliver Microchip's proven USB hub interoperability."

Development Support
The USB5734 and USB5744 are supported by Microchip's **USB 3.0 Controller Hub Evaluation Board** (part # EVB-USB5734, $399.00) and **USB 3.0 Small Form Factor Controller Hub Evaluation Board** (part # EVB-USB5744, $299.00) which are available today. The EVB-USB5734 includes mezzanine cards that can be used as preset application configurations for easy testing and development of a USB5734 system.

Pricing & Availability
The USB5734 is available today for sampling and volume production in 64-pin QFN (9 x 9 mm) packages, starting at $4.20 each in 10,000-unit quantities. The USB5744 is available today for sampling and volume production in 56-pin QFN (7 x 7 mm) packages, starting at $3.75 each in 10,000-unit quantities. For additional information, contact any Microchip sales representative or authorized worldwide distributor, or visit Microchip's Web site at **http://www.microchip.com/USB5734-Page-060215a**. 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/Chip-Graphic-060215a**
- Block Diagram: **http://www.microchip.com/Block-Diagram-060215a**
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Tags / Keywords: **Smart Hub**, **Bridging Hub**, **Embedded USB**, **FlexConnect**, **Host Port Swapping**, **Port Expandability**, **Role Swapping**, **USB 3.0 Hub**, **USB to I^{2}C Bridging**, **USB Expandability**, **USB to SMBus Bridging**, **USB to SPI Bridging**, **USB to UART**

Editorial Contact:
Eric Lawson
480-792-7182
eric.lawson@microchip.com

Reader Inquiries:
1-888-624-7435
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