



Lattice's New USB 3.1 Type-C Power Delivery Solution Speeds Development of Next-Generation USB Connectors

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Lattice provides the fastest time-to-market for manufacturers with the world's first programmable USB 3.1 Type-C solution

HILLSBORO, OR - September 9, 2014 - Lattice Semiconductor Corporation (NASDAQ: LSCC) the leader in ultra-low power, small form factor, customizable solutions, today announced a USB 3.1 Type-C power delivery solution that enables manufacturers to immediately develop USB 3.1 Type-C connectors and quickly get them to market.

The Lattice power delivery solution comprehensively addresses all the critical power-related functions required by the recently finalized USB 3.1 Type-C specification, which defines very small jacks well suited to smartphones, tablets, and other mobile devices.

"The considerable advantages of USB 3.1 Type-C connectors make them a lucrative market opportunity for manufacturers, and our solution enables them to get a 'first mover' advantage"; said Keith Bladen, Marketing Vice President at Lattice. "Manufacturers can immediately take advantage of our solution and its proven silicon to begin developing their connectors, rather than lose precious time waiting for ASSPs to fully implement the specification."

The core of Lattice's solution is the company's highly successful iCE40™ devices, which are ideal for this application with an industry-leading combination of programmability, low power and small size.

The Lattice USB 3.1 Type-C power delivery solution is the latest addition to the company's portfolio of USB 3 and 3.1 solutions. In a related announcement, [Cypress Semiconductor today issued a press release](#) detailing its demonstration of the Lattice USB 3.0 Video Bridge Development Kit at the Intel Developer Forum.

More information about Lattice's USB 3.1 Type-C solution is available at www.latticesemi.com/USB31CPower and information about the company's USB 3.0 Audio/Video bridge is at <http://www.latticesemi.com/USB3>

About Lattice Semiconductor

Lattice Semiconductor (NASDAQ: LSCC) is the leader in low power, small form factor, low cost, customizable solutions for a quickly changing connected world. From making smart consumer devices smarter, to enabling intelligent industrial automation, or connecting anything to everything in communications, electronics manufacturers around the world use Lattice's solutions for fast time to market, product innovation, and competitive differentiation. For more information, visit www.latticesemi.com. You can also follow us via [LinkedIn](#), [Twitter](#), [Facebook](#) or [RSS](#).

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