



Lattice Semiconductor's Leadership Enables Manufacturers to Immediately Implement USB Type-C Interfaces

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Four programmable solutions support Type-C management functions with low power and small form factor

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- Lattice provides integrated support for three key functions that unlock Type-C's potential
- Packaging as small as 2.5 mm x 2.5 mm
- Logic-based Power Delivery Physical Layer implementation reduces power
- Manufacturers can start developing fully featured Type-C interfaces immediately

HILLSBORO, OR November 18, 2014 - Lattice Semiconductor Corporation (NASDAQ: LSCC), the leader in ultra-low power, small form factor, customizable solutions, today announced four solutions that allow the rapid implementation of the recently released USB Type-C standard. These solutions have already been adopted by leading customers and Lattice plans to demonstrate selected solutions during the USB 3.1 Developers' Day held in Singapore on November 19 and 20.

Lattice's four standardized solutions provide manufacturers with a range of options for meeting several of USB Type-C's key capabilities, including Power Delivery (PD) negotiation, Cable Detection (CD) and Vendor Defined Messaging (VDM). These functions enable USB Type-C to deliver up to 100W of power, support in excess of 20 Gbps of bandwidth and the flexibility to repurpose the connector and cable to deliver other signals, such as Display Port and HDMI.

"Manufacturers are quickly adopting USB Type-C in recognition of its compelling advantages and Lattice is enabling them to develop their USB Type-C solutions with the company's low-cost and low-power programmable technology," said Keith Bladen, Marketing Vice President at Lattice. "Developers are enjoying the time-to-market acceleration and flexibility that the Lattice programmable solutions can deliver to this emerging application area."

Through its programmable logic based approach, Lattice can implement USB Type-C's critical PD, CD and VDM functions in a manner that maximizes the ability to respond to changing requirements while minimizing power compared to solutions that primarily use a microprocessor for implementation.

The Lattice solutions can be implemented in a variety of packages from QFN, for easy assembly using low cost PCBs, to 0.4 mm BGAs for form factor constrained designs. Pricing for the multimillion unit volumes typical of consumer mobile designs is below \$1. Developers interested in learning more about Lattice's USB Type-C solutions should visit latticesemi.com/usdtypec where they can download a whitepaper with more details or request a sales consultation.

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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