Lattice Semiconductor Expands USB Type-C Product Family

August 18, 2015

Additional Port Controllers Provide Designers With Cost-Optimized, Low-Power Solutions

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- Lattice's new port controllers deliver space, cost and power efficient designs to support the latest USB Type-C interfaces, enabling designers to quickly develop next-generation products.
- The three new designs join Lattice's existing USB Type-C port controllers to deliver a comprehensive product portfolio.
- These cost-effective USB Type-C port controllers deliver the critical functionalities that manufacturers need – a reversible connector, intelligent power delivery and USB data.

PORTLAND, Ore.--(BUSINESS WIRE)--Aug. 18, 2015-- Lattice Semiconductor Corporation (NASDAQ: LSCC), the leading provider of customizable smart connectivity solutions, today announced the expansion of its USB Type-C product family with the introduction of its latest SiI7012, SiI7013 and SiI7014 port controllers. Port controllers are used to configure the USB Type-C Upstream Facing Port (UFP) or Downstream Facing Port (DFP), detect cable orientation and negotiate Power Delivery (PD) on the USB Type-C connection. Lattice devices deliver space, cost and power efficient designs that provide flexibility, enabling rapid adoption for manufacturers transitioning to the latest USB Type-C interfaces. These three new designs join Lattice's existing USB Type-C port controllers to deliver a comprehensive product portfolio.

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The SiI7012 and SiI7013 port controllers offer a single integrated solution that can detect and decode Configuration Channel (CC) and Biphase Mark Code (BMC) messaging over USB Type-C connectors without the need for discrete components. These ICs work in conjunction with existing Application Processors (AP) and Embedded Controllers (EC) to provide cost-optimized USB Type-C port controllers. These solutions are compliant with the latest PD and CC requirements defined in the USB specifications. The SiI7012 comes in a small CSP package suitable for smartphones, whereas the SiI7013's QFN package is ideal for notebooks and accessories. The SiI7014 IC supports the auxiliary channel (AUX) and Hot Plug Detect (HPD) signal required to implement DisplayPort over USB Type-C. In addition, both the SiI7013 and SiI7014 support multiple Type-C ports that are required for notebooks.

"Our cost-effective USB Type-C port controllers deliver the critical functionalities that manufacturers need – a reversible connector, intelligent power delivery and USB data," said Cheng Hwee Chee, senior director of consumer marketing, Lattice Semiconductor. "We're excited to offer a broadened portfolio of USB Type-C products to support the rapidly growing USB Type-C market."

Lattice Portfolio of USB Type-C Solutions:

Part	SiI7012 (New)	SiI7013 (New)	SiI7014 (New)	SiI7023	SiI7033	UC110	UC140
Function	CC/PD PHY	CC/PD PHY	CC/PD PHY	CC/PD PHY	CC/PD PHY	CC/PD	CC/PD
SuperSpeed Switch					Yes		
Video Switch			DisplayPort Auxiliary	MHL®	MHL®		
Package	CSP16 1.9x1.9mm	QFN24 3x3mm	QFN24 3x3mm	QFN24 3x3mm	BGA36 3x3mm	QFN48 7x7mm	BGA81 4x4mm
Compliance	USB Type-C v1.1	USB Type-C v1.1	USB Type-C v1.1	USB Type-C v1.1	USB Type-C v1.1	USB Type-C v1.1	USB Type-C v1.1

Intel Developer Forum (IDF), August 18-20, Moscone Center, San Francisco, CA

Lattice's USB Type-C solutions will be demonstrated at the Moscone Center in San Francisco, CA from August 18-20, 2015. Lattice's booth is located inside the USB Community, #905.

For more information about Lattice's USB Type-C product family, visit: www.latticesemi.com/usbtypec.

About Lattice Semiconductor

Lattice Semiconductor (NASDAQ: LSCC) is the global leader in smart connectivity solutions, providing market leading intellectual property and low-power, small form-factor devices that enable more than 8,000 global customers to quickly deliver innovative and differentiated cost and power efficient products. The Company's broad end-market exposure extends from consumer electronics to industrial equipment, communications infrastructure and licensing.

Lattice was founded in 1983 and is headquartered in Portland, Oregon. In March 2015, the Company acquired Silicon Image, which is a leader in setting industry standards including the highly successful HDMI®, DVI™, MHL® and WirelessHD® standards.

For more information, visit www.latticesemi.com. You can also follow us via LinkedIn, Twitter, Facebook, or RSS.

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