

HSINCHU, Taiwan--([BUSINESS WIRE](#))--Managing power delivery of up to 100 watts via Universal Serial Bus (USB) is an important step in enabling a flexible, standardized power management ecosystem. Etron Technology, Inc. (Taiwan GTSM: 5351) today announced its latest USB Power Delivery (PD) Controller IC – EJ888, based on the USB-IF's USB Power Delivery Rev. 1.0 specification, which enables USB power delivery from 10 watts to 100 watts, and significantly reduces device charging time. In addition, it makes power delivery more flexible by adding full bi-directional power that can be renegotiated as system power needs change with the end-user. EJ888 optimizes user mobility by allowing data transmission and power delivery to be combined on a single USB cable. Its advanced power voltage, power stream, and communication features enable low-power-consumption devices, such as phones and MP3 players, and even higher-power-consumption appliances, such as computer monitors and laptops, to be powered via USB.

In a modern life full of various kinds of consumer electronics, power supply voltage and current demands can vary from one cable, charger, and battery to another. In recent years, consumer demand for lower-carbon products and services is growing. USB power delivery is a new power-supply solution that has the potential to greatly reduce electronic waste by eliminating proprietary chargers.

“USB Power Delivery will help simplify the lives of consumers by providing a single-cable for data and power delivery up to 100 watts,” said Jeff Ravencraft, USB-IF President & COO. “USB-IF member companies like Etron that incorporate USB PD into products and solutions further the efforts toward universal charging.”

“For early market engagement, Etron's latest USB Power Delivery Controller IC EJ888 is based on the USB Power Delivery Rev. 1.0 specification. In addition, it supports USB-IF Battery Charging 1.2 for any portable device. The EJ888 Chip enables higher voltage and current in order to deliver power up to 100 watts, with 20V to the full 5A, via USB. Utilizing bi-directional power delivery, EJ188 automatically detects current sources and sinks, and performs a negotiated handshake via VBus. It allows users to access simple Plug-and-Charge via USB and meets the needs of USB PD developers,” said Dr. Nicky Lu, Etron Technology Chairman & CEO.

Micro-USB is the de facto solution for device charging and USB Power Delivery enables the next significant move toward universal charging. The European Union now

USB Power Delivery – a New Solution for Universal Charging

Written by Australian Business

requires cellular phone vendors to use Micro USB for charging. In addition, the government of the People's Republic of China is envisioning a significant move toward universal charging based on USB. Etron is one of the leaders in delivering USB Power Delivery Controller ICs, including EJ888. Furthermore, the new USB PD market opportunity has the potential to promote the prosperity of the industry as a whole.

Etron will display and demonstrate its cutting-edge EJ888 product along with its comprehensive series of USB 3.0 controller ICs at Booth No. 35116 in South Hall 4 of the Las Vegas Convention Center at CES 2014 from January 7th to 10th. For more information, please access <http://www.etrn.com.tw>

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