



For Immediate Release

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LucidPort ships second generation USB 3.0 to SATA Bridge

Mountain View – July 22, 2010 – LucidPort Technology today released the USB302, a second generation USB 3.0 to SATA-II bridge designed for external USB storage devices. Following in the footsteps of the industry's first USB 3.0 device, the LucidPort USB300, the USB302 is physically smaller and consumes less power than any other chip of its kind. Its support for USB Attached SCSI Protocol (UASP) allows it to run 20 to 100% faster than comparable USB 3.0 drives that use legacy mass storage drivers.

The UASP standard was developed by the USB-IF to enhance the efficiency of USB storage devices. It delivers faster and more consistent performance while lowering CPU utilization. "The market expects USB 3.0 to be fast," said Reid Augustin, VP of Product Development at LucidPort, "UASP makes this a reality by running external USB drives as fast as, or even faster than drives connected directly to the motherboard."

The USB302 is highly configurable and supports many premium features. These include automatic fan control, automatic standby timer, write protection, one touch backup, a safe power down button, Blu-ray drive support, and various activity and free space indicators. The USB302 keeps total BOM costs low by requiring only a single voltage (3.3V) and a single clock source (30 MHz).

The USB302 is shipping now and available in a 48 pin (6x6 mm) QFN package.

About LucidPort Technology, Inc.

LucidPort Technology, Inc. is a fabless semiconductor company developing SuperSpeed USB and Wireless USB controllers. LucidPort's controllers add functionality to PC peripheral and consumer electronic devices like printers, scanners, digital cameras, portable media players, and external hard drives. LucidPort's technologies apply advanced hardware with integrated software to create flexible, high performance, and easy to use USB products. LucidPort is headquartered at 335 Pioneer Way, Mountain View, CA 94041, 650-968-6800, www.lucidport.com

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