



## **For Immediate Release**

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## **LucidPort Demonstrates USB 3.0 to SATA Bridge Controller**

**Mountain View, CA – May 18, 2009** – LucidPort Technology today introduced the USB300, a single chip USB 3.0 to SATA-II bridge designed for external storage devices. Its support for USB Attached SCSI Protocol (UASP) and SATA Native Command Queuing (NCQ) delivers up to 10 times the performance of existing Hi-Speed USB drives.

LucidPort demonstrated a FPGA version of the USB300 connected to a standard hard disk drive. A PC with a NEC USB 3.0 host add-in card discovered, enumerated, and accessed the disk through the 5 Gbps USB link. Using Windows' standard USB Mass Storage Class driver, the USB300 easily saturated the throughput of the high performance 10,000 rpm SATA-II drive (up to 130 Mbytes/sec). Existing USB 2.0 bridges usually run between 25-35 Mbytes/sec.

SuperSpeed USB 3.0 delivers ten times the performance of Hi-Speed USB 2.0 while offering backward compatibility with the billions of USB-enabled PCs and peripheral devices in use today. "The market expects USB 3.0 to be fast," said Reid Augustin, VP, Product Development at LucidPort. "The USB300 meets that challenge by making the full 300 Mbytes per second SATA-II bandwidth accessible from USB."

"The achievement of NEC Electronics' USB 3.0 host controller and LucidPort's device controller communicating with each other so early in the development process of USB 3.0 is an industry-leading accomplishment," said Kazu Yamada, vice president, Custom SoC Group, NEC Electronics America, Inc. "NEC Electronics has been a proven leader in USB product and IP development. With NEC Electronics' backing as both a USB 3.0 IP supplier and ASIC foundry, LucidPort will be well positioned to lead the industry with its new USB300 SATA-II bridge controller for external storage devices."

LucidPort will be demonstrating the USB300 at the SuperSpeed USB Developer's Conference on May 20<sup>th</sup>. USB300 samples will be available Q3, 2009.

### **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](http://www.lucidport.com)

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