

# TI Introduces Industry's Fastest FlashMedia- Cardbus Controller Integrating 1394 FireWire®

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[Texas Instruments](#) (TI) Incorporated introduced today the industry's fastest and most integrated FlashMedia controller available, incorporating 1394 ([FireWire®](#)), Flash Media, Dual Socket CardBus and [Smart Card](#). FlashMedia support includes Secure Digital (SD), SDIO, MultiMediaCard (MMC), Memory Stick, Memory Stick Pro, xD, Smart Media and Compact Flash. The new FlashMedia device family is ideal for the connectivity needs of notebook and desktop PCs as well as consumer electronic devices such as set top boxes, digital video recorders (DVR), personal video recorders (PVR), [HDTV](#) and other audio/video applications.

The PCI7621 device family is a high-performance, low-cost integrated solution that provides the latest in Flash Media, PC Card and Smart Card technology. The PCI7621 device family includes a high-speed DMA interface and patent pending TI SD switching technology which allows support for SD and SDIO cards through Microsoft's SD Host driver, while still providing support for MMC, Memory Stick, Memory Stick Pro, xD and SmartMedia.

"Quanta has chosen to form a partnership with Texas Instruments with the PCI7621 device family on its notebook product lines due to TI's ability to deliver a complete solution with market leading Cardbus, Flashmedia, Smart Card and 1394 support that meets the feature requirements for its product lines," said C.S. Yang, senior vice president

of Quanta Computer.

"We are excited about our partnership with Quanta and the release of this new product family which enables TI to maintain its position as market leader for CardBus technology," said Zephra Freeman, worldwide marketing manager for TI's PC Connectivity Group. "This product family allows us to provide pin compatible CardBus products on full featured and low-end defeatured product platforms."

### **Device Supports Multiple FM Configuration Options**

The PCI7621's FlashMedia interface provides several configuration options for maximum implementation flexibility. One option provides a dedicated SD/SDIO/MMC slot and a dedicated Memory Stick/Memory Stick PROTM slot.

A second alternative provides support for the popular 5-in-1 slot that accepts SD, SDIO, MMC, Memory Stick and Memory Stick PROTM card. The third design choice includes the 7-in-1 slot that adds support for xD and SmartMedia. Compact Flash cards are also supported via a passive Compact Flash adapter in either the PC Card slot or by dedicating one of the PC Card slots as a Compact Flash slot.

### **Security for Network and E-Commerce Applications**

For security and e-commerce applications, the PCI7621 integrates leading smart card interface GemCore™ Technology from Gemplus, the world's leading player in the smart card industry. Based on this technology, the PCI7621 provides a dedicated Smart Card interface that is compliant with all the latest Smart Card standards, including ISO7816, PC/SC, B1 (with CT-API) and EMV-2000/EMVCO. This insures that the PCI7621 will work with a wider variety of Smart Cards and Smart Card applications than other available integrated solutions. The PCI7621 also offers SmartCard support through an adapter in the Cardbus slot.

The PCI7621 conforms to EMV (European MasterCard Visa) 2000 version 4.0, the latest version of a specification developed to ensure interoperability between chip cards and terminals on a global basis, regardless of the manufacturer, financial institution or establishment where the card is used. EMV-compliance, already a European market requirement, will be used in America to allow e-commerce via Smart Card-enabled credit cards. Smart Card applications include banking, retail, secure logon, security/ID, health care and trading cards.

### **Industry Leading 1394 Support**

For 1394 applications, the PCI7621 provides a 1394a 400-Mbps 2-port physical layer. TI holds the market leader position in 1394 with the only 1394b devices available in the market as well as its wide portfolio of 1394a link, PHY and integrated solutions.

### **Availability, Price and Packaging**

The PCI7621 device family is in production and is available from TI and its authorized distributors for sampling. Budgetary price is \$15.00 in quantities of 1,000 units. Leaded and Lead Free Packaging is available.

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