



For Immediate Release

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NetChip Takes PCI Outside the Box and Introduces Hi-Speed USB 2.0 to PCI Device Controller

WinHEC 2002, Seattle, WA – April 16, 2002 - NetChip Technology Inc, a leader in USB semiconductors, announced the availability of the world's first PCI to Hi-Speed USB 2.0 device controller, NET2280. The NET2280 is a single chip drop-in solution to convert PCI based systems and interfaces to support Hi-Speed USB 2.0. By migrating internal PCI based solutions to external Hi-Speed USB 2.0, OEMs can gain the plug-and-play benefits of USB.

For many high-bandwidth applications like imaging, video, broadband network, wireless network, embedded systems, or data acquisition devices, PCI based interface has been the primary way to connect to PC's. To install the device, the end user would have to open up a PC, install a PCI card and go through a complicated installation procedure.

With Hi-Speed USB 2.0 running up to 480Mbps, the technology is an excellent alternative for an outside-the-box solution, while retaining the high performance of a typical PCI based system. The NET2280 is a direct bridge between a PCI based ASIC or CPU and Hi-Speed USB 2.0. To convert a current PCI based device, the designer does not have to alter any pre-existing architecture or software to adopt Hi-Speed USB 2.0. "Many OEMs have invested many years in PCI technology and want an easy path to Hi-Speed USB 2.0 without re-inventing the wheel", says Robert Wong, Vice President of Sales and Marketing. "With NET2280, our customers can turn a PCI based device into Hi-Speed USB 2.0 within a few weeks"

About NET2280

NET2280 is a single chip device and designed specifically for high performance and ease of use. It includes 32 bit 33 Mhz PCI bus master or slave interface, 4 channel DMA controller, analog Hi-Speed USB 2.0 transceiver, Serial Interface Engine (SIE), twelve endpoints, 4 Kbytes of bi-directional FIFO memory, 8 Kbytes of program memory, high

performance 8051 CPU, and 30 Mhz PLL. The controller can be configured to run on any combination of Hi-Speed Isochronous, Interrupt, Control and Bulk modes.

To help accelerate software development, NetChip offers a comprehensive development kit, NET2280PCI-RDK. The development kit enables engineers to begin USB firmware and driver development directly in a PC environment. The kit includes hardware layout and schematics, complete sample firmware and drivers source code.

NetChip will be sampling NET2280, in a 120-pin TQFP package, to beta customers in May. Production is planned for Q3 '2002. Unit price is \$7 for 100,000 units.

About NetChip Technology, Inc.

NetChip Technology, Inc. is a leading supplier of high-performance semiconductors and subsystems based on USB and other leading edge, emerging technologies. NetChip is the first company in the world to demonstrate Hi-Speed USB 2.0 products at various conferences hosted by Intel and Microsoft since February 2000. The company's innovative product designs, unparalleled level of customer support, and high level of product expertise have earned NetChip a solid reputation with peripheral device design engineers and business managers alike. You can find NetChip's products in many popular printers, scanners, storage devices, digital cameras, multimedia devices, broadband modems, business and home networking equipment. NetChip is headquartered at 335 Pioneer Way, Mountain View, CA 94041, 650-526-1490, www.netchip.com

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