

Freescale Consumer and Industry Analog Products' Introduction APF-IND-T1015

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MAR.2015





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Agenda

- → Analog product Alignment
 - Freescale Strategic Focus & Roadmap
 - Freescale Extreme Switch definition & benefits
 - Target Applications and System costs reduction
 - Freescale other Auto products using in the industry
 - Freescale Consumer products
 - Summary



Analog Product Alignment

	Appliances	Automotive	Consumer / Gaming	Embedded Board	Healthcare	Robotics / Factory Automation	Smart Energy	Smart Home
High side/Low side switch								
H-Bridges								
LED Backlight Drivers								
Valve & Gate Drivers *								
SBCs & Transceivers								
PMIC & Audio								
Switch Detect								
Battery Mgmt & Chargers								
IDC								

* Includes Small Engine ICs

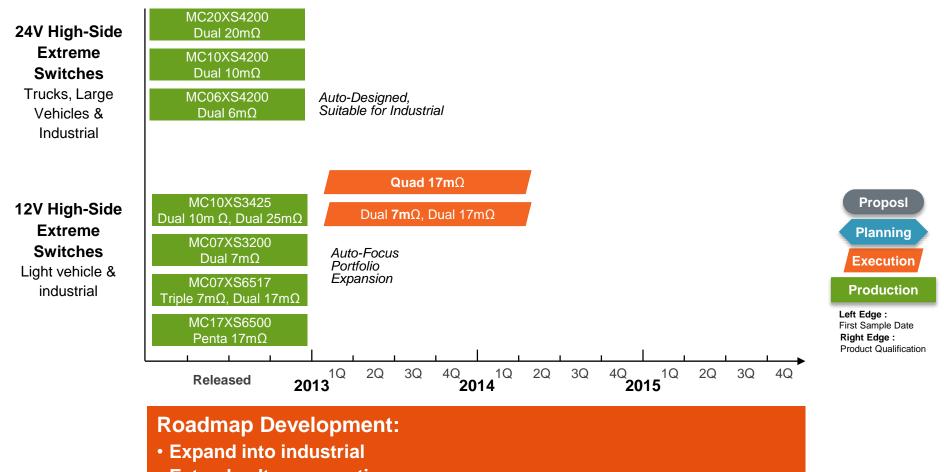


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Analog Extreme Switch Roadmap



- Extend voltage operation
- Proliferate the portfolio





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Inside an eXtreme Switch ?

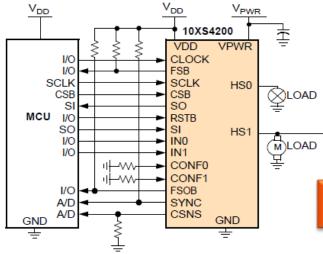
SMARTMOS™

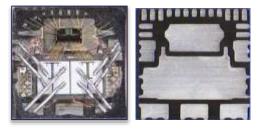
Protection and diagnostic

- Over temperature (175°C)
- Over current shutdown
- Over/under voltage
- Short circuit
- Reverse battery
- Loss of ground/Vbat
- Energy discharge protection

SPI Interface

- · Easy connection to the uP
- Programmability
- Daisy chain using SPI
- Programmable over current trip level
- Watchdog
- Embedded PWM module





Vertical Power stage

- Best-in-class Technology
 - Planar HD5 and TrenchFet LFET
 - 45V & 65V Breakdown Voltage
- Protection in the power stage
 - Temperature sensor
- Current sensor

Power package

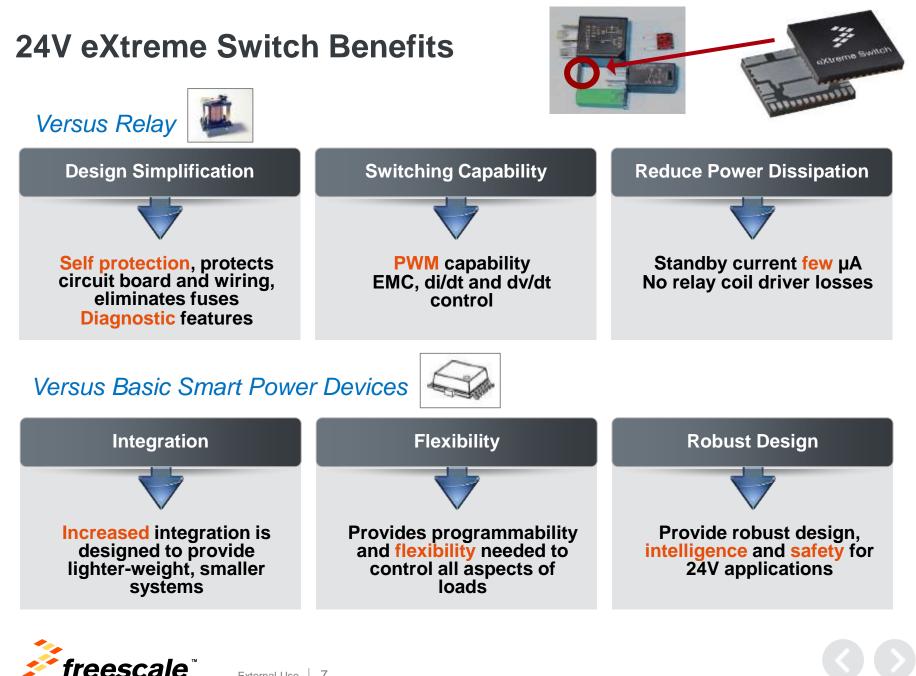
- PQFN low cost power package
 - 0.5 mm thick lead frame
 - Die soldered attached
 - Rthj-c < 0.5°C/W

SOICeP32 and 54

- designed for high power
- Large Aluminium wire capability
- ELV compliancy

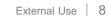




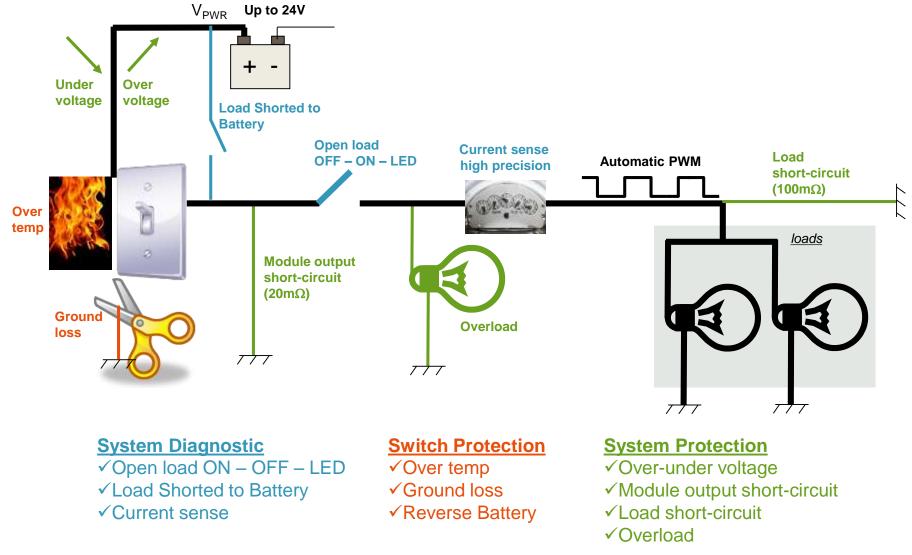


eXtreme Switch – Intelligence and Safety

Pro	tection Table	System Diagnostic					Switch protection				System Protection		
Product Family	Part Number	Open load ON-OFF-LED	Load Shorted to Battery	Temperature pre-warning Flag	Analog meas. I - T° - V	Overtemp hysteresis (w/ Flag)	Overtemp shutdown + time based retry (w/ Flag)	Ground loss - Reverse batt.	Load dump	Over / Under Voltage	ECU output short circuit latchoff	Load short circuit or overload latchoff	
Main	MC33981ABHFK / R2	A	x	-	x	x	-	хх	41 V	хх	-	x	
Main	MC33982CHFK / R2	A x -	-	-	x	x	-	хх	41 V	хх	-	x	
Main	MC33984CHFK / R2	A x -	-	-	x	x	-	хх	41 V	хх	-	x	
Main	MC33988CHFK / R2	A x -	-	-	x	x	-	ХХ	41 V	хх	-	x	
12V	PC07XS3200EK	x x x	x	x	x	-	x	хх	41 V	хx	x	x	
12V	MC09XS3400AFK / R2	x x x	x	x	x	-	X	ХХ	41 V	хx	x	x	
12V	MC10XS3412DHFK/R2	x x x	x	x	x	-	X	ХХ	41 V	хx	x	x	
12V	PC10XS3425EK	x x x	x	x	x	-	x	ХХ	41 V	хx	x	x	
12V	MC10XS3435DHFK / R2	x x x	x	x	x	-	X	хх	41 V	хх	x	x	
12V	MC15XS3400DHFK/R2	x x x	x	x	x	-	X	ХХ	41 V	хx	x	x	
12V	MC35XS3400DHFK/R2	x x x	x	x	x	-	x	хх	41 V	хх	x	x	
12V	MC06XS3517AFK/R2	x x x	x	x	x x -	-	X	хx	41 V	хx	x	x	
12V	MC10XS3535HFK / R2	x - x	X	X	x x -	-	X	X X	40 V	XX	X	x	
12V	MC35XS3500HFK/R2	x - x	×	x	x		x	хx	40 V	x x		× ×	
24V	MC06XS4200FK / R2	ххх	x	x	x x -	-	x	хх	58 V	хх	x	x	
24V	MC10XS4200FK / R2	x x x	x	x	x x -	-	x	x x	58 V	хx	x	x	
24V	MC20XS4200FK / R2	x x x	x	x	x x -		x	хх	58 V	хх	x	x	
A = available with analog current "-" Feature available													
			Intellig	ence		Safet	y 🔪	intelligen safety					
		diag conf	diagnostics SPI failure		se of <mark>MC</mark> e, device cts all th m	e failu ie mod load	ng <mark>system</mark> re, Fail Sa e can acti s with full ection	fe vate					
	freesca	ale™	External U	se 8									



Application and Protection Example





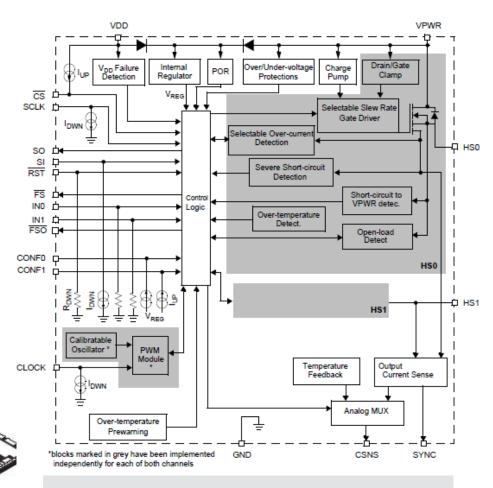
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24V Product Block Diagram and Features

- 2 High Side Switches with Parallel
 Output operating mode
- Flexibility Resistive / Capacitive / Inductive loads (up to 1kHz)
- Embedded PWM module
- External Current sense precision resistor shared among devices
- Synchronous / asynchronous current sensing
- Track & Hold current sensing mode
- Dynamic threshold over current protection
- Non-dissipative Inrush-current handling
- Accurate LED sensing (+/- 10 % over +/- 0.5A)
- Open Load detection @ 10mA max (LED loads)
- Fail Safe mode
- Daisy chainable
- Low J-C thermal resistance (< 1°C/W)



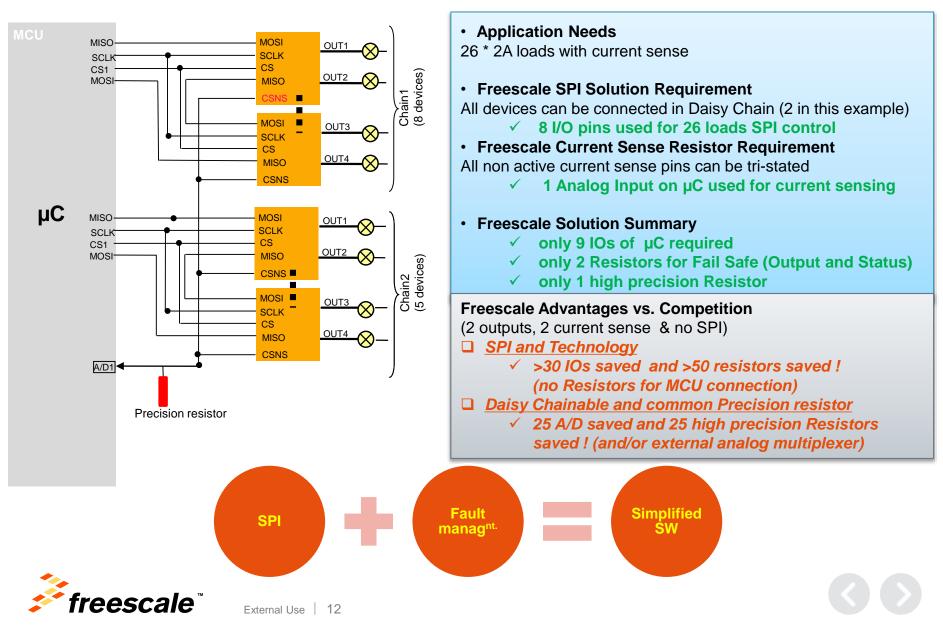
Flexible load management from 1A to 12A Few External Components required





24 PQFN 12 mm x 12 mm

Application Example with BOM Reduction



Development Tools and Enablement

- Evaluation kit
 - KIT06XS4200EVBE for the 6 mOhm device
 - KIT10XS4200EVBE for the 10 mOhm device
 - KIT20XS4200EVBE for the 20 mOhm device
- Reference design under development
 - 16-bit MCU S12G, 4 eXtreme Switch devices, CAN Physical Layer, 5V regulator

Application Notes and tools

- MC06XS4200 / MC10XS4200 / MC20XS4200 Datasheets
- AN2467: Power Quad Flat No-Lead (PQFN) Package
- AN3298: Solder Joint Temperature and Package Peak Temperature
- AN4516: IBIS Model File for Dual 24V High Side
- AN4474: EMC and Fast Transient Pulses Performances for Dual 24 V High Side
- AN4473: Compact Thermal Model for Dual 24V High Side Switch
- AN4515: Lifetime Computation for Dual 24V High Side

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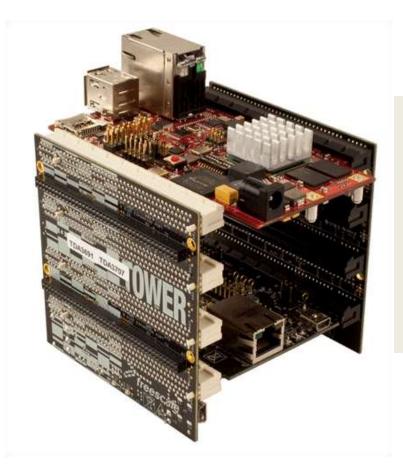
- AN4542: Repetitive Short-Circuit Performances for Dual 24V High Side
- Microsoft Excel© Thermal Calculator
- Cadence Orcad© Behavioral models







Tower System development KIT



Development KIT under study for devices compatible with 24V industrial applications requirements

- Intelligent High Side Switches

- DC/DC regulator with advanced functional safety features

- Li-Ion Intelligent Battery Monitoring Sensor (V/I/T)

Hardware Development Planned in 2013 !





24V eXtreme Switch Summary

Products in line with Market Trends

- Power saving to help CO₂ reduction (PWM, integration)
- Robustness and Safety requirements to secure behavior at failure
- Flexibility to accommodate with the large variations of modules (SPI, CSNS accuracy)

Summary			
	Item	SRP	Qty
Dant Namehana	MC06XS4200FK/R2	\$3.06	10K
Part Numbers	MC10XS4200FK/R2	\$2.50	10K
R2 suffix is tape and reel	MC20XS4200FK/R2	\$2.21	10K
	KIT06XS4200EVBE (supports MC06XS4200FK)	\$135.70	Each
Development Tools	KIT10XS4200EVBE (supports MC10XS4200FK)	\$135.70	Each
	KIT20XS4200EVBE (supports MC20XS4200FK)	\$135.70	Each

- Top 3 reasons to choose Freescale device against competition
 - **Robustness**: **unique diagnostics** and **protections** features with embedded failsafe mode. Optimized hardware and software
 - Integration: 2 channels per package with low Rdson with parallel output mode
 - Flexibility: SPI configurable to fit various applications requirements
- ✓ Help us identifying other industrial segments

External Use



eXtreme Switch Overall Family Devices

12V Family Devices								
Part Number	Outputs # and On-Resistance	Total Outputs #	Package	Low Operating Voltage	High Operating Voltage	Pin to Pin Compatibility	SW Compatibility	Status / Launch
MC07XS3200EK	Dual 7mΩ	2	32-pin SOICEP	6V	20V			Launch Q2 2013
MC10XS3425EK	Dual 10m Ω , Dual 25m Ω	4	32-pin SOICEP	6V	20V			Launch Q2 2013
MC10XS3412DHFK	Dual 10m Ω , Dual 12m Ω	4	24-pin PQFN	6V	20V			In Production
MC10XS3435DHFK	Dual 10mΩ, Dual 35mΩ	4	24-pin PQFN	6V	20V	′	V	In Production
MC15XS3400DHFK	Quad 15mΩ	4	24-pin PQFN	6V	20V	V		In Production
MC35XS3400DHFK	Quad 35mΩ	4	24-pin PQFN	6V	20V	'		In Production
MC09XS3400AFK	Quad 9mΩ	4	24-pin PQFN	6V	20V	'		In Production
MC10XS3535HFK	Triple 10mΩ, Dual 35mΩ	5	24-pin PQFN	7V	20V	· · · · ·		In Production
MC35XS3500HFK	Penta 35mΩ	5	24-pin PQFN	7V	20V	V	V	In Production
MC06XS3517AFK	Triple 6mΩ, Dual 17mΩ	5	24-pin PQFN	7V	20V	<u> </u>		In Production

24V Family Devices								
Part Number	Outputs # and On-Resistance	Total Outputs #	Package	Low Operating Voltage	High Operating Voltage	Pin to Pin Compatibility	SW Compatibility	Status / Launch
MC06XS4200FK	Dual 6mΩ	2	24-pin PQFN	8V	36V			Launch Jan 2013
MC10XS4200FK	Dual 10mΩ	2	24-pin PQFN	8V	36V	V	V	Launch Jan 2013
MC20XS4200FK	Dual 20mΩ	2	24-pin PQFN	8V	36V			Launch Jan 2013

Main Switch Devices								
Part Number	Outputs # and On-Resistance	Total Outputs #	Package	Low Operating Voltage	High Operating Voltage	Pin to Pin Compatibility	SW Compatibility	Status / Launch
MC33981ABHFK	Single 4mΩ, 60KHz	1	16-pin PQFN	6V	27V	-	-	In production
MC33982CHFK	Single 2mΩ	1	16-pin PQFN	6V	27V			In production
MC33984CHFK	Dual 4mΩ	2	16-pin PQFN	6V	27V	√	V	In production
MC33988CHFK	Dual 8mΩ	2	16-pin PQFN	6V	27V			In production

IMPORTANT : Extended operating range feature

In extended mode, the functionality is guaranteed but not the electrical parameters specified

→ 12V Products: 4.0 to 28V (vs. 6.0 to 20V)

→ 24V Products: 6.0 to 58V (vs. 8.0 to 36V)



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MC33879 – COSS LITE

• FEATURES

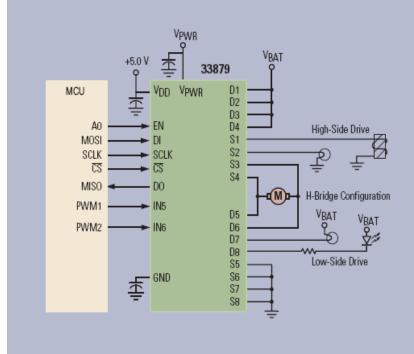
- All 8 Outputs Are High-Side/Low-Side Configurable
- Designed to Operate from 5.5 V < VPWR < 24.5 V
- 16-bit SPI for Control and Fault Reporting, 3.3 V/5.0 V Compatible
- Current Limited Outputs (0.6 A to 2.0 A) to Drive Incandescent Lamps
- Output Voltage Clamp is +45 V Typical (Low-Side Drive) and -20 V Typical (High-Side Drive) During Inductive Switching
- Internal Reverse Battery Protection on VPWR
- Loss of Ground or Supply Will Not Energize Loads or Damage the IC
- Maximum IPWR Standby Current of 5.0 µA with a VPWR of 13V up to 95°C
- RDS(ON) of 0.75 Ω at 25°C Typical
- Short Circuit Detect and Current Limit with Automatic Retry
- Independent Over temperature Protection
- Available in standard 32 ld thermal enhanced SOICW EP package

· APPLICATIONS

- Automotive systems needing relay, small motor, and lighting control
- Multiple relay, solenoid, lamp and small motor driver for industrial and robotic systems
- Load control in Boats, RVs and Marine systems
- Appliance and White Goods electrical actuators
- Electronic gaming machines (Casino and Arcade)



33879 SIMPLIFIED APPLICATION DIAGRAM



MC33981 - Viper

• FEATURES

- Single 4.0 m Ω RDS(ON) Maximum High-Side Switch
- PWM Capability up to 60 kHz with Duty Cycle from 5% to 100%
- Very Low Standby Current
- Slew Rate Control with External Capacitor
- Overcurrent and Overtemperature Protection, Undervoltage Shutdown and Fault Reporting
- Reverse Battery Protection
- Gate Drive Signal for External Low-Side N-Channel MOSFET with Protection Features
- Output Current Monitoring
- Temperature Feedback

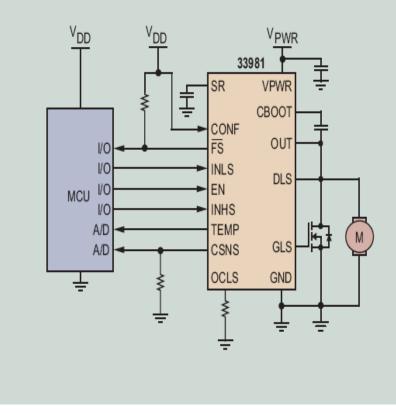
APPLICATIONS

- Automotive Systems
- Robotic Systems
- Marine Equipment
- Farm Equipment
- Actuator Controls
- Fractional Horsepower DC-Motor Controls
- Applications where high-side switch control is required

External Use | 19







MC33982 - SPSS

• FEATURES

- Single 2.0 m Ω max high-side switch with parallel input or SPI control
- Output current monitoring with two SPI-selectable current ratios
- SPI control of overcurrent limit, overcurrent fault blanking time, output- OFF open load detection, output ON/OFF control, watchdog timeout, slew rates, and fault status reporting
- SPI status reporting of overcurrent, open and shorted loads, overtemperature shutdown, undervoltage and overvoltage shutdown, fail-safe terminal status, and program status
- Enhanced -16 V reverse polarity VPWR protection

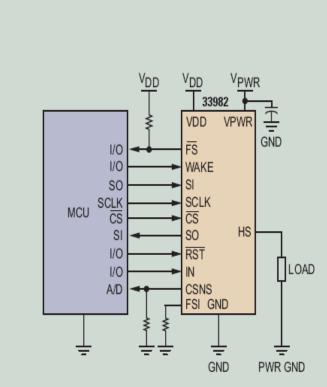
APPLICATIONS

- Aircraft and Marine Systems
- Automotive and Robotic Systems
- Farm Equipment
- Industrial Actuator Control
- Lamp and Inductive Load Controls
- DC-Motor Control Applications Requiring Diagnostics

External Use

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33982 SIMPLIFIED APPLICATION DIAGRAM

33931 - Overview

Overview

The 33931 is a monolithic H-Bridge Power IC in a robust thermally enhanced package. It is designed primarily for automotive electronic throttle control, but is applicable to any low-voltage DC servo motor control application within the current and voltage limits stated in this specification.

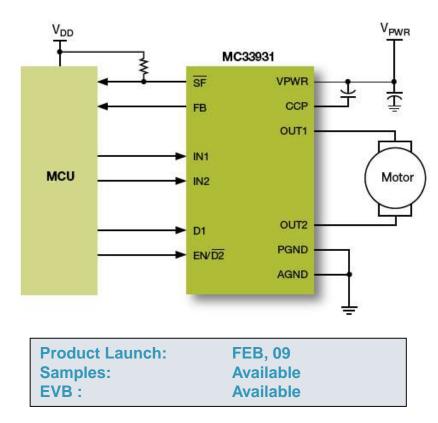
Features

- H-Bridge configuration for bi-directional motors
- 235 m Ω maximum RDSON @ 150°C (for each H-Bridge MOSFET)
- Over current limiting (regulation) via internal constant-offtime PWM
- Output short circuit protection (short to VPWR or ground)
- Temperature dependent current limit threshold reduction

External Use 21

- Current feedback
- Sleep mode current < 50 μA
- Benefits
 - Robust solution for harsh environments
 - Compact, easy to use package
 - Protected against common failure conditions
- Applications
 - Electronic throttle control
 - DC motor control





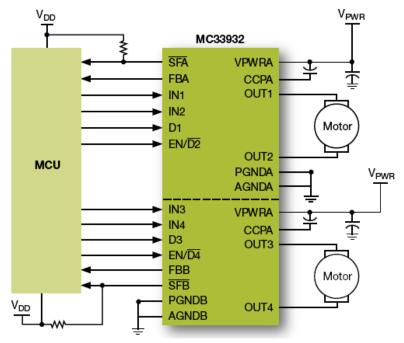
MC33932 – Dual Merlot

Features

- 8.0V to 28V continuous operation (transient operation from 5.0V to 40V)
- 225 mΩ maximum RDSON @ Tj=150°C (for each H-Bridge MOSFET)
- 3.0V and 5.0V TTL/CMOS logic compatible inputs
- Over-current limiting (regulation) via internal constant-offtime PWM
- Output short-circuit protection (short to VPWR or GND)
- Temperature-dependant current-limit threshold reduction
- All inputs have an internal source/sink to define the default (floating input) states
- Sleep Mode with current draw < 50 µA (each half with inputs floating or set to match default logic states) Benefits
- Robust solution for harsh environments
- Compact, easy to use package
- Protected against common failure conditions

Applications

- Electronic throttle control
- DC motor control
- Industrial motors and actuators



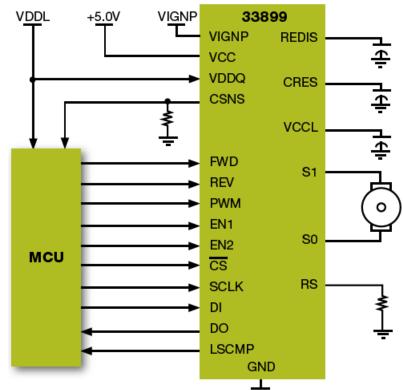


33899 - Overview

Overview

The 33899 is designed to drive a DC motor in both forward and reverse shaft rotation under pulse-width modulation (PWM) control of speed and torque. A current mirror output provides an analog feedback signal proportional to the load current. A serial peripheral interface (SPI) is used to select slew rate control, current compensation limits and to read diagnostic status (faults) of the H-Bridge drive circuits. SPI diagnostic reporting includes open circuit, short-circuit to VIGNP, shortcircuit to ground, die temperature range, and under-voltage on VIGNP.

- Features
 - Drives inductive loads in a full H-Bridge configuration
 - Current mirror output signal (gain selectable via external resistor)
 - Short-circuit current limiting
 - Thermal shutdown (outputs latched off until reset via the SPI)
 - Internal charge pump circuit for the internal high side MOSFETs
 - SPI-selectable slew rate control and current limit control
 - Over-temperature shutdown
 - Outputs can be disabled to high-impedance state
 - PWM-able up to 11kHz @ 3.0A
 - Synchronous rectification control of the high side MOSFETs
 - Low RDS(ON) outputs at high junction temperature (< 165mΩ @ TA = 125°C, VIGNP = 6.0V)
 - Outputs survive shorts to -1.0V
 - Pb-free packaging designated by suffix code VW
- Benefits
 - Configurability and programmability make this DC motor driver very versatile
 - Selectable slew rate
 - Unique fault restart
 - Highly integrated solution
 - Robust solution for harsh environment
 - Improved reliability
 - SPI selectable current limit
 - Detailed fault diagnostics via SPI



Applications

- Engine control
- Throttle control
- Motor control
- Automotive systems
- Industrial motors
- Actuator control



33937 - Overview

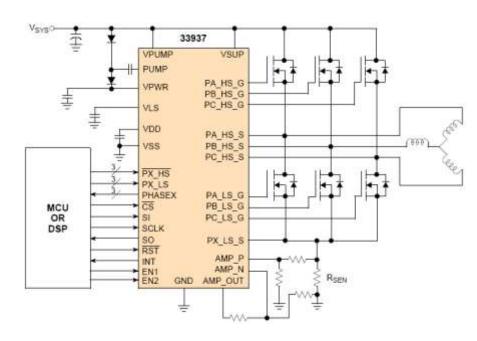
Overview

The 33937 device is a field effect transistor (FET) pre-driver designed to drive three-phase motor control configurations with stable digital accuracy. It is easily configured for systems driving brushless DC (BLDC), permanent magnet (PM) or switched reluctance (SR) motors with or without sensors.

- Features
 - Designed for 8.0V to 40V operation
 - Extended operating range from 6.0V to 58V covers 12V, 24V and 42V systems by design
 - Charge pump to support full FET drive at low battery voltages
 - Programmable dead time via the SPI port Simultaneous output capability via safe SPI command
- Benefits
 - Precise, complete control of speed, torque and power
 - Explicit control of each driver
 - Ideally suited for microcontroller interfacing
 - Increased diagnostic and fault reporting that protect the driver and load
 - Highly integrated solution
 - Robust solution for harsh environment
 - Improved reliability

Applications

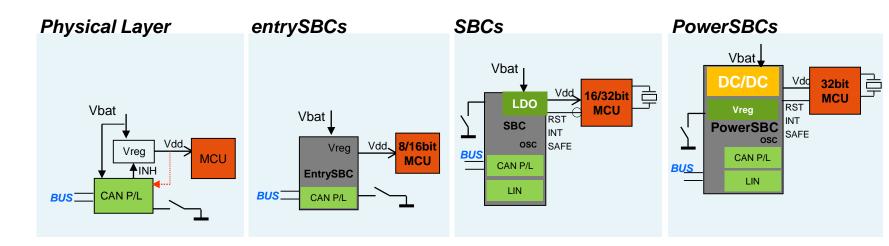
- Cooling fan
- Water pump
- Actuator controls
- Fuel pump
- Electro-hydraulic and electric power steering



Product Launch:	Available
Samples:	Available
EVB :	Available



Freescale SBC segmentation Different standard Solutions for different system needs



Values

High Robustness EMC/ESD

Design for Cost

CAN Partial Networking Selective Wake up Simple Low Power Modes Robustness Design for Cost

Ultra Low Power Modes Flexible Power Management Medium Functional Safety Energy efficient (>85%) High Current (up to 2.0A) High Functional Safety (fit for ASILD applications)



Freescale SBC solutions – Features Table Overview

Part Number	33903	33903P	33903S	33903D	33904	33905S	33905D
	33904 33905S 33905D	33903S 33903D		33903P 33903S	33903 33905S 33905D		
Vмсυ (Vdd)	5.0V/3.3V 100mA +/-2%	5.0V/3.3V 150mA +/-2%	5.0V/3.3V 150mA +/-2%	5.0V/3.3V 150mA +/-2%	5.0V/3.3V 150mA +/-2%	5.0V/3.3V 150mA +/-2%	5.0V/3.3V 150mA +/-2%
Vмсu Pw Sharing.	-	+300mA	+300mA	+300mA	+300mA	+300mA	+300mA
Vaux (ext ballast)	-	-	-	-	5.0/3.3V	5.0/3.3V	5.0/3.3V
Vcan	5V/100mA	5V/100mA	5V/100mA	5V/100mA	5V/100mA	5V/100mA	5V/100mA
CAN HS P/L	1	1	1	1	1	1	1
LIN2.1 / J2602 P/L	-	-	1	2	-	1	2
I/Os	1	3	3	3	4	4	4
LowQ Voff/Von	15/25 μA	15/25 μA	15/25 μA	15/25 μA	15/25 μA	15/25 μA	15/25 μA
Battery sense	-	Yes	Yes	Yes	Yes	Yes	Yes
AMUX	-	Yes	Yes	Yes	Yes	Yes	Yes
Fail Safe	-	Yes	Yes	Yes	Yes	Yes	Yes
Watch Dog	Yes / Adv	Yes / Adv	Yes / Adv	Yes / Adv	Yes / Adv	Yes / Adv	Yes / Adv
SPI	16b / Safe	16b / Safe	16b / Safe	16b / Safe	16b / Safe	16b / Safe	16b / Safe
Package	SOIC32eP	SOIC32eP	SOIC32eP	SOIC32eP	SOIC32eP	SOIC32eP	SOIC54eP
Attach strategy MCU Supply	SO8 S12XS S12XE MPC5604B LE	S12XE MPC5604B MPC5604P MPC5634M	S12XE MPC5604B MPC5604P MPC5634M	S12XE MPC5604B MPC5604P MPC5634M	S12XE MPC5604B MPC5604P MPC5634M	S12XE MPC5604B MPC5604P MPC5634M	S12XE MPC5604B MPC5604P MPC5634M

Thermal simulations required according to Automotive environment conditions (tools available)



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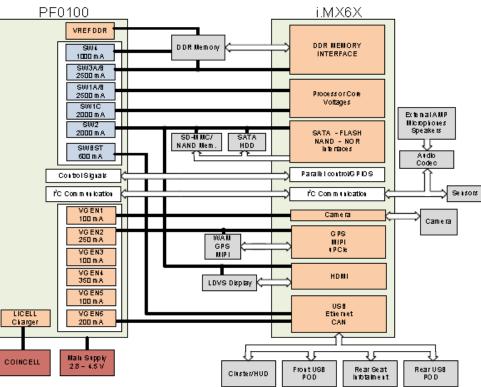
14 Channel Configurable Power Management Integrated Circuit

Features:

- Four to six buck converters, depending on configuration
- Single/ Dual phase/ parallel options
- DDR termination tracking mode option
- Boost regulator to 5.0 V out
- Six general purpose linear regualtors
- Programmable output voltage, sequence, and timing
- OTP (One Time Programmable) memory for device configuration
- Coin cell charger and RTC supply
- DDR termination reference voltage
- Power control logic with processor interface and event detection
- I2C control
- Individually programmable ON, OFF, and Standby modes

Applications:

- Tablets
- eReaders
- Smartbooks
- Automotive infotainment
- Human-machine interface
- Portable medical
- IPTV
- IP phones
- Home energy management



Key benefits:

- Highly integrated cost-effective solutions enable a reduced bill of materials
- Configurability and programmability allow a single device to be used across many applications enabling customers to develop a single solution for a whole family of products
- Highly efficient conversion maximizes power to application and reduces heat



PF0100 Introduction

Configurable power management that simplifies designs, with a single chip solution for your most complex systems

- The PF0100 is a highly integrated, configurable and programmable 14-channel Power Management Integrated Circuit (PMIC)
- The PF0100 is designed to support todays advanced multi-core processing solutions, including the full range of Freescale's i.MX 6 series of applications processors
- The highly flexible architecture of the PF0100 enables system level power management across a broad range of applications in the Consumer, Industrial and Automotive Markets

Target applications include

IP TV/ set top box	Embedded computing
Tablet	Medical
Energy management	Auto Infotainment

Industrial Control HMI Home Automation & Security POS



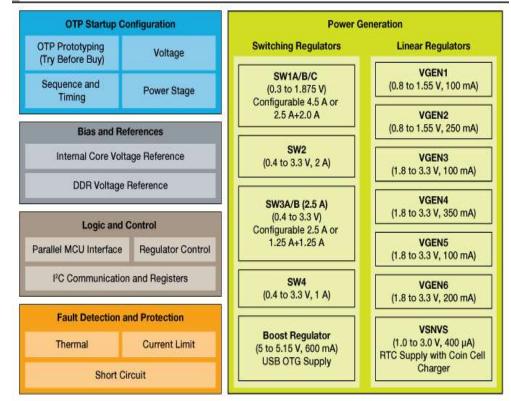
MMPF0100 Features

- 4 to 6 buck converters depending on configuration
 - Single/ Dual phase/ parallel options
 - DDR termination tracking & DVS options
 - High efficiency at high and low current
- Boost regulator to 5V out
- Six general purpose linear regulators
- Programmable output voltage, sequence and timing
- OTP (One Time Programmable) memory configuration
 - Try-before-buy option
 - End customer programmable
- Coin cell charger and RTC supply
- DDR termination reference voltage
- Power control with processor interface and event detection
- I²C control
- Individually programmable ON, OFF and Standby modes
- Consumer/ Industrial and Automotive AEC-100 Grade 3 versions available

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External Use

MMPF0100 Functional Internal Block Diagram





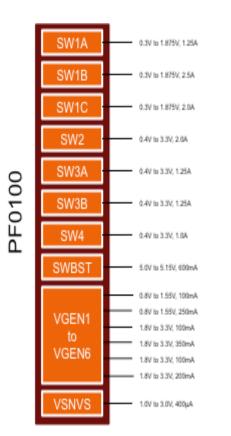
PF0100 Key Differentiators

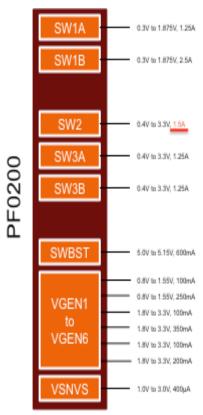
- System level power solution from a single IC
 - Reduces overall system BOM/ footprint/ cost
- Unique, configurable/ programmable architecture
 - Flexibility to support wide range of processors/ peripherals
- OTP memory with flexible programming options/ ease of use
 - Pre-programmed, customer programmed, or custom disti programming
- High efficiency conversion across the complete output range
 - Extends battery life/ reduces operating temperatures
- Proven i.MX6 reference designs w. schematics, layout and software
 - Provides fast time to market with reduced engineering effort
- Single supplier for i.MX and PMIC enables
 - Superior technical support
- Guaranteed long term availability
 - Registered on Freescale longevity program (10 years)



PF0200 vs PF0200 Features

- PF0200 designed to support i.MX6SL/ i.MX6S
- Pin compatible to PF100
- SW1C and SW4 removed
- SW2 re-spec to 1.5A vs. 2.9A
- Sampling now!







AMPD PF-Series Promotion

- AMPD will continue to <u>fully support the i.MX 6 platform PMIC's</u>
 - PF0100 C&I and Auto versions released
 - PF0200 samples available, MP release Q2'13
- PF0100/200 should be promoted with i.MX 6 to all customers
- PF0100/0200 P2.0 silicon
 - PF0100 P1.1 has 3 existing errata that will be fixed with P2.0 silicon
 - Work-around for P1.1 is proven
 - P1.3 engineering mask-set proven fix implemented on P2.0
 - Samples June '13, Release August '13 (Consumer)



Agenda

- Analog product Alignment
- Freescale Strategic Focus & Roadmap
- Freescale Extreme Switch definition & benefits
- Target Applications and System costs reduction
- Freescale other Automotive products used in the industry
- Freescale Consumer products





Summary

Committed to provide world class **mixed signal and Packaging** technology optimized for Industry and Consumer needs

- Worldwide design and support in place
- Using Current Auto Analog products in the Industry
- Over 30 years experience in the Auto business(Auto products are mature)
- Focus in Motor Control in industry, Suitable products are E-switches & Drivers
- Wide range of systems expertise

Committed to meet & provide continuous improvement on Quality, Delivery, and Customer Service requirements

Committed to develop value added **Application Specific Standard Products & Customs ICs** for C&I solutions.







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