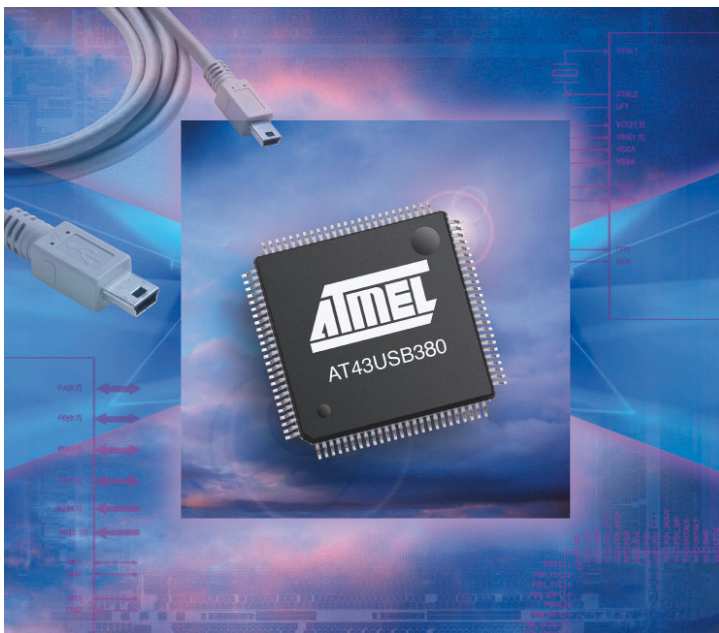


AT43USB380

PLUG & PLAY ON-THE-GO SOLUTION FOR
EMBEDDED APPLICATIONS

**USB 2.0 FULL
SPEED OTG/
HOST/FUNCTION
PROCESSOR**

AT43USB380: THE BEAUTY OF SIMPLICITY



VISIT: [HTTP://WWW.ATMEL.COM/AD/PLUGPLAYOTG](http://www.atmel.com/ad/plugplayotg)

Atmel's AT43USB380 is an all-in-one USB solution designed specifically to hide the complexity of adding OTG/host functionality to embedded designs. It features:

- An intelligent OTG/host/function processor capable of managing USB transactions without system processor intervention
- A processor/RTOS independent software suite that includes standard USB class device drivers and simple Application Programming Interface (API) for custom driver development

With the AT43USB380, in-depth knowledge of USB protocol is no longer a prerequisite for your USB development.



FLEXIBLE HARDWARE DESIGN

INSTANT USB POINT-TO-POINT SOLUTION FOR EMBEDDED DEVICES

- Three operating modes: OTG, standalone host and standalone function
- Configurable system bus interface suitable for 32-/16-/8-bit system processors
- Generic design compatible with any standard USB class and proprietary devices



INTELLIGENT ARCHITECTURE

MINIMAL CONSUMPTION OF SYSTEM RESOURCE

- Enumeration without system processor intervention
- Automatic USB frame scheduling and transaction management without interrupts to the system processor
- High-speed DMA data transfer across system bus



COMPREHENSIVE SOFTWARE SUITE

NO USB EXPERTISE REQUIRED

- Standard USB class drivers
- Easy-to-use system APIs to build custom USB device drivers
- On-chip USB HUB driver



MINIMAL CUSTOM ENGINEERING

FASTEST TIME-TO-MARKET

- No need to develop and port USB software
- No time wasted for compatibility testing with different classes of USB devices from different vendors



<http://www.atmel.com/ad/plugplayotg>

