

Freescale cuts the cords with introduction of programmable wireless charging solutions

Highly flexible offerings enable exceptional design freedom and differentiation for consumer and automotive deployments

AUSTIN, Texas – Aug. 27, 2014 – Freescale Semiconductor today introduced a range of fully programmable wireless charging ICs and reference designs targeting consumer and automotive applications. The new Wireless Power Consortium (WPC) Qi-certified transmit controller ICs and reference designs are fully qualified and available now.

As feature-rich, power-hungry mobile devices rapidly proliferate, the need to charge anywhere grows imperative. The U.S. Census Bureau estimates the average American's daily work commute time to be about 50 minutes, and more consumers are bringing their mobile lives into the car expecting the same options as the home for charging and connectivity – thereby fueling demand for in-vehicle wireless charging. Meanwhile, new wireless charging system deployments in offices, hotels, airports and other public spaces are driving demand for highly flexible solutions that allow for innovative, highly customizable implementations. Freescale is addressing these needs by providing differentiated wireless charging solutions to meet the needs of both automotive and consumer applications.

Unlike competing products that prohibitively restrict customization, Freescale's new offerings unleash design innovation and enable the rapid development of differentiated wireless charging systems. Flexibility is provided through a programming interface that places maximum control of the end-solution in the product developer's hands.

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"Current solutions in the market offer very little customization or flexibility," said Denis Cabrol, director of global marketing and business development for Freescale's MCU group. "Freescale's programmable wireless charging solutions offer groundbreaking design flexibility, combining silicon and software to give systems designers advanced technology to help redefine mobility."

Freescale's customizable automotive solution consists of a Qi-certified transmit controller IC and accompanying reference design. The programming interface allows systems designers to address critical, auto-specific issues such as avoiding key fob and car radio interference. The entry-level device, MWCT1001A, provides a comprehensive and cost-effective multi-coil wireless charging transmit solution, while MWCT1003A is the premium option providing more feature-rich capabilities. Integrating technologies such as Near Field Communication (NFC), multi-standard support, or CAN technology is easy using MWCT1003A, and is showcased on the reference design – WCT-

5WTXAUTO. The auto-focused ICs meet AEC-Q100 requirements and support any 5W coil topology.

For consumer applications, Freescale offers the MWCT1000 Qi-certified transmit controller IC and the associated WCT-5W1COILTX reference design, addressing 5W single-coil applications. This turnkey solution dramatically reduces time-to-market, provides exceptional performance and low bill-of-materials cost, while maintaining the principle of design flexibility. For even greater design freedom and feature integration, Freescale offers the MWCT1101 controller IC, opening a new range of possibilities for product innovation.

Availability

Freescale's new wireless charging solutions are available now. Please contact your local Freescale sales representative for pricing information or visit www.freescale.com/wirelesscharging.

About Freescale Semiconductor

Freescale Semiconductor (NYSE:FSL) is a global leader in embedded processing solutions, providing industry leading products that are advancing the automotive, consumer, industrial and networking markets. From microprocessors and microcontrollers to sensors, analog integrated circuits and connectivity – our technologies are the foundation for the innovations that make our world greener, safer, healthier and more connected. Some of our key applications and end-markets include automotive safety, hybrid and all-electric vehicles, next generation wireless infrastructure, smart energy management, portable medical devices, consumer appliances and smart mobile devices. The company is based in Austin, Texas, and has design, research and development, manufacturing and sales operations around the world. www.freescale.com.

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