



Newsletter 10/2009

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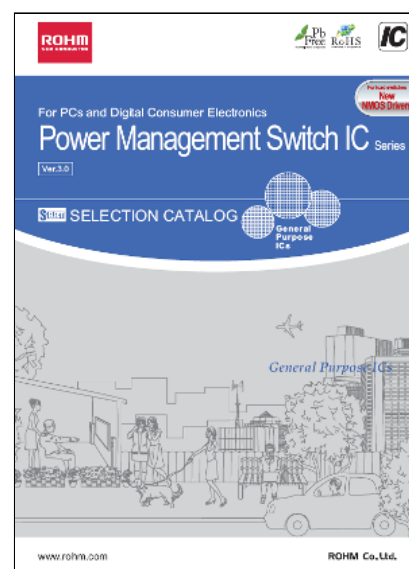
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### Power Management Switch IC series

High speed, high throughput data transmission via USB interface has become a reality, significantly increasing applicability. However, with increasing speed and functionality comes a price - greater power consumption, making power switching a necessity. ROHM power switches are not only reliable and easy to use, they feature stable operation and an energy efficient design.

ROHM creates a new product catalog for Power Management Switches for PCs and Digital Consumer Electronics!

 [More Information on www.rohmeurope.com](http://www.rohmeurope.com)



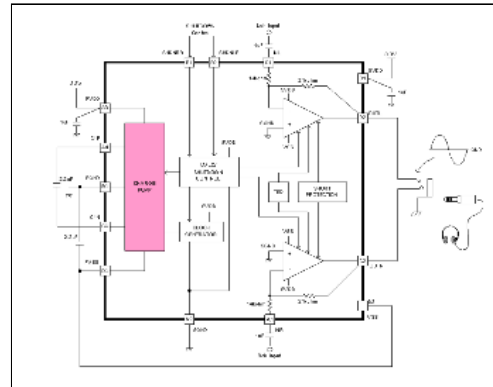
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**BD88415GUL: Coupling Capacitor-less Audio Amplifiers for Headphones**

ROHM Semiconductor GmbH has announced the development of BD88415GUL. Conventional structure requires big 220µF coupling capacitors to improve frequency characteristics for bass. PSSR (power supply rejection ratio) was determined by midpoint bias circuit ( $1/2 \cdot VDD$ ). Therefore PSSR, was limited in low frequencies because of CR characteristics. BD88415GUL integrates a charge pump circuit to generate PVSS. Bias level becomes 0V instead of  $1/2 \cdot VDD$  owing to built-in generation circuit of negative power supply (PVSS). Utilization of both positive (PVDD) and negative (PVSS) power supplies to drive the headphone allows to remove coupling capacitors. Moreover, PSRR is improved at low frequencies and pop noise at start-up is considerably reduced because of no DC bias voltage.

Ultra small CSP (2.1\*2.1\*0.55mm) package of BD88415GUL contributes to miniaturize the mounting space.

BD88415GUL is ideal candidate for portable applications such as mobile phones, PDA, PMP, Laptops, etc.



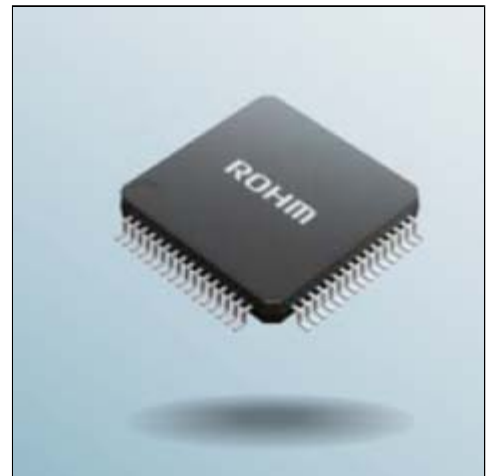
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## BU9457KV BU9458KV: USB Host Audio Decoder ICs for USB/SD Audio Players

ROHM has recently announced the development of USB host audio decoder ICs compatible a variety of audio compression formats (BU9457KV: MP3, BU9458KV: MP3, WMA, AAC) and featuring high ESD resistance, making them suitable for car audio applications requiring excellent surge characteristics as well as home and portable audio sets.

### Key Features of BU9457KV and BU9458KV:

1. Built-in interface hardware, decoder, file system and system controller allow music playback from USB flash memory or SD memory cards
2. 6kV USB terminal ESD resistance
3. Superior surge resistance: 15kV (air discharge), 8kV (contact discharge).
4. Compact VQFP64 package (chip size: 12mm×12mm).
5. The BU9457KV and BU9458KV are both pin- and control-software-compatible, simplifying upgrade



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