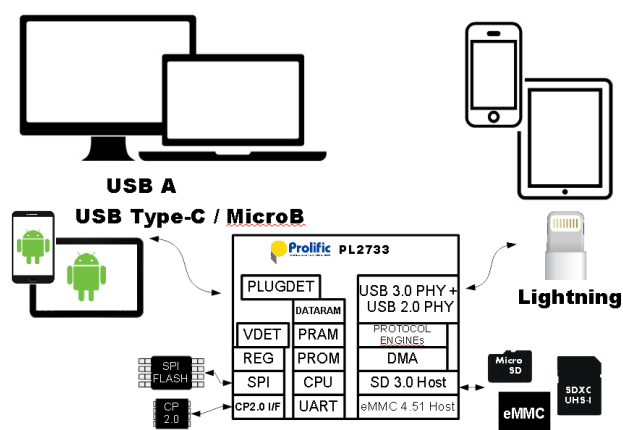# PL2733 (QFN48 Package)

USB 3.0 iOS/Generic Storage Controller

The PL2733 is a SuperSpeed USB to SD/MMC/eMMC for Apple iOS, Windows, Mac, Linux, and Android. When connected to the PC USB host, the PL2733 activates the USB Mass Storage Class Bulk Only Transfer protocol engine. When connected to Apple® iOS devices, the Apple® iAP2 protocol engine is activated to fully utilize the bandwidth of Apple® Lightning interface and also maintain low power consumption. The PL2733 supports JBOD function to configure two storage media to a single LUN big size USB drive. The PL2733 integrates USB transceiver, LDO regulator for SD card power, SD UHS-I IO interface regulator, logic core and GPIO to achieve low BOM cost. The controller support system firmware in external SPI flash to achieve more valued-added features and maximize system compatibility.

FEATURES

- SuperSpeed USB 3.0 Storage Controller Solution
- Support SuperSpeed, Hi-Speed, and Full-speed USB operations
- Dual-protocol engine of Apple® iOS iAP2 and USB Mass Storage Class Bulk-Only Transport Specification
- Supports Secure Digital^{TM} card (SDSC, SDHC, SDXC, up to v3.01 UHS-I SDR104) and MultiMediaCard^{TM} (MMC) up to v4.2 , eMMC up to eMMC 5.0 HS200
- Support JBOD to merger two media cards into one big capacity USB drive
- Support I2C for Apple® authentication co-processor
- Support SPI flash for system firmware
- Built-in 3.3V/1.8V/1.2V LDO regulators.
- 7mmx7mm QFN48 Package

BLOCK DIAGRAM