New Technology for Device-Level Ethernet Guarantees Reliable, Real-Time Performance Under All Network Traffic Conditions

*PriorityChannel™ passes critical messages between the network wire and the device application in real-time*

**ALBUQUERQUE, NM, November 2011** – Innovasic Semiconductor announces PriorityChannel™, a new technology for device-level Ethernet that is designed to ensure real-time Industrial Ethernet messages are always processed on-time, every time regardless of the amount or type of other network traffic.

Factory automation systems are now being deployed with Industrial Ethernet connectivity instead of traditional serial fieldbuses. Although Industrial Ethernet brings many advantages in terms of network management, compatibility and flexibility, it is well known that Ethernet is inherently non-deterministic. As the application of Industrial Ethernet grows, it is becoming apparent that conventional solutions have difficulty dealing with critical messages when network traffic increases, resulting in unpredictable packet delays, excessive latency, or even connection failure.

In laboratory tests, several commercially available Industrial Ethernet devices were tested with a 2 ms cycle time under varying network traffic conditions. Most devices failed to maintain the desired cycle time as the network traffic was increased and some lost their connection altogether. Devices based on PriorityChannel technology were able to respond well within 160 µs of the desired cycle time, regardless of the amount or type of other network traffic. Even in situations where sustained traffic bursts or "storms" were present, PriorityChannel continued to respond to real-time messages on time, every time.

PriorityChannel technology is a combination of silicon and software that has been optimized for Industrial Ethernet applications. Innovasic currently offers this technology for EtherNet/IP and Profinet Class B. Solutions are available as plug-in modules, design-in network interfaces, or fully customizable developer solutions.

Please visit [www.innovasic.com/PriorityChannel](http://www.innovasic.com/PriorityChannel) to learn more.

**About Innovasic Semiconductor**

Innovasic Semiconductor provides extended life semiconductor solutions for customers who have products with long life-cycles. The company’s processors, communication controllers and mixed signal devices are key components in industrial automation equipment, transportation systems, instrumentation, and medical devices. Innovasic’s newest solutions enable customers to quickly integrate real-time Industrial Ethernet into their products at the highest performance and the lowest cost. Extending the life of its customers’ products has established Innovasic as a trusted partner and an approved supplier to leading electronic system manufacturers worldwide.

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