

LP3944 RGB/White/Blue 8-LED Fun Light Driver

Check for Samples: LP3944

FEATURES

- Internal Power-on Reset
- Active Low Reset
- Internal Precision Oscillator
- Variable Dim Rates (from 6.25 ms to 1.6s; 160 Hz–0.625 Hz)

APPLICATIONS

- Customized Flashing LED Lights for Cellular Phones
- Portable Applications
- Digital Cameras
- Indicator Lamps
- General Purpose I/O Expander
- Toys

KEY SPECIFICATIONS

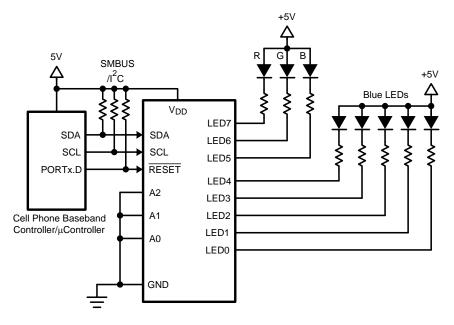
- 8 LED Driver (Multiple Programmable States—On, Off, Input, and Dimming at a Specified Rate)
- 8 Open Drain Outputs Capable of Driving up to 25 mA per LED

DESCRIPTION

LP3944 is an integrated device capable of independently driving 8 LEDs. This device also contains an internal precision oscillator that provides all the necessary timing required for driving each LED. Two prescaler registers along with two PWM registers provide a versatile duty cycle control. The LP3944 contains the ability to dim LEDs in SMBUS/I²C applications where it is required to cut down on bus traffic.

Traditionally, to dim LEDs using a serial shift register such as 74LS594/5 would require a large amount of traffic to be on the serial bus. LP3944 instead requires only the setup of the frequency and duty cycle for each output pin. From then on, only a single command from the host is required to turn each individual open drain output ON, OFF, or to cycle a programmed frequency and duty cycle. Maximum output sink current is 25 mA per pin and 200 mA per package. Any ports not used for controlling the LEDs can be used for general purpose input/output expansion.

Typical Application Circuit



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LP3944 Pin Out

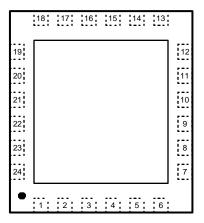


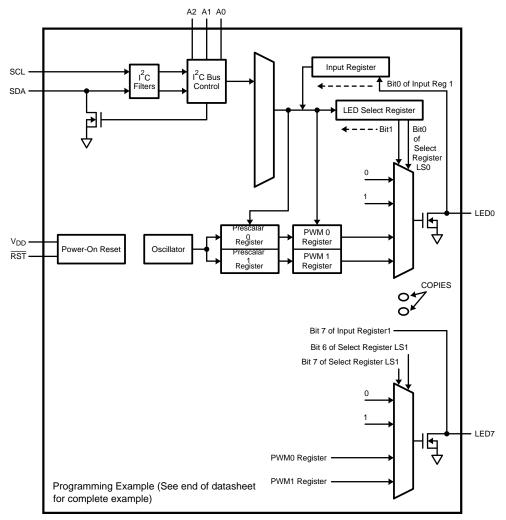
Figure 1. (Top View)
Package Number RTW0024A

LP3944 PIN DESCRIPTION

Pin #	Name	Description
1	LED0	Output of LED0 Driver
2	LED1	Output of LED1 Driver
3	LED2	Output of LED2 Driver
4	LED3	Output of LED3 Driver
5	LED4	Output of LED4 Driver
6	LED5	Output of LED5 Driver
7	LED6	Output of LED6 Driver
8	LED7	Output of LED7 Driver
9	GND	Ground
10	NC	No Connect
11	NC	No Connect
12	NC	No Connect
13	NC	No Connect
14	NC	No Connect
15	NC	No Connect
16	NC	No Connect
17	NC	No Connect
18	RST	Active Low Reset Input
19	SCL	Clock Line for I ² C Interface
20	SDA	Serial Data Line for I ² C Interface
21	V_{DD}	Power Supply
22	A0	Address Input 0
23	A1	Address Input 1
24	A2	Address Input 2



Architectural Block Diagram



For explanation of LP3944 operation, please refer to Theory of Operation in Application Notes.

Figure 2. Block Diagram



These devices have limited built-in ESD protection. The leads should be shorted together or the device placed in conductive foam during storage or handling to prevent electrostatic damage to the MOS gates.

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Absolute Maximum Ratings (1)(2)(3)

V_{DD}		−0.5V to 6V		
A0, A1, A2, SCL, SDA, RST (Collectively called digital pins)	6V			
Voltage on LED pins	V _{SS} -0.5V to 6V			
Junction Temperature	150°C			
Storage Temperature		−65°C to 150°C		
Power Dissipation (4)		1.76W		
	Human Body Model	2 kV		
ESD ⁽⁵⁾	Machine Model	150V		
	Charge Device Model	1 kV		

- (1) Absolute Maximum Ratings are limits beyond which damage to the device may occur. Operating Ratings are conditions under which operation of the device is ensured. Operating Ratings do not imply ensured performance limits. For ensured performance limits and associated test conditions, see the Electrical Characteristics tables.
- (2) All voltages are with respect to the potential at the GND pin.
- (3) If Military/Aerospace specified devices are required, please contact Texas Instruments for availability and specifications.
- (4) The Absolute Maximum power dissipation depends on the ambient temperature and can be calculated using the formulaP = (T_J—T_A)/θ_{JA}, where T_J is the junction temperature, T_A is the ambient temperature, and θ_{JA} is the junction-to-ambient thermal resistance. The 1.76W rating appearing under Absolute Maximum Ratings results from substituting the Absolute Maximum junction temperature, 150°C, for T_J, 85°C for T_A, and 37°C/W for θ_{JA}. More power can be dissipated safely at ambient temperature below 85°C. Less power can be dissipated safely at ambient temperatures above 85°C. The Absolute Maximum power dissipation can be increased by 27 mW for each degree below 85°C, and it must be de-rated by 27 mW for each degree above 85°C. For Operating Ratings maximum power dissipation, T_J = 125°C and T_A = 85°C
- (5) The human-body model is 100 pF discharged through 1.5 k Ω . The machine model is 0 Ω in series with 220 pF.

Operating Ratings⁽¹⁾⁽²⁾

		1
V_{DD}	2.3V to 5.5V	
Junction Temperature	−40°C to +125°C	
Operating Ambient Temperature	-40°C to +85°C	
Thermal Resistance (θ _{JA})	WQFN-24 ⁽³⁾	37°C/W
Power Dissipation	•	1.08W

- (1) Absolute Maximum Ratings are limits beyond which damage to the device may occur. Operating Ratings are conditions under which operation of the device is ensured. Operating Ratings do not imply ensured performance limits. For ensured performance limits and associated test conditions, see the Electrical Characteristics tables.
- (2) All voltages are with respect to the potential at the GND pin.
- (3) The Absolute Maximum power dissipation depends on the ambient temperature and can be calculated using the formulaP = (T_J—T_A)/θ_{JA}, where T_J is the junction temperature, T_A is the ambient temperature, and θ_{JA} is the junction-to-ambient thermal resistance. The 1.76W rating appearing under Absolute Maximum Ratings results from substituting the Absolute Maximum junction temperature, 150°C, for T_J, 85°C for T_A, and 37°C/W for θ_{JA}. More power can be dissipated safely at ambient temperature below 85°C. Less power can be dissipated safely at ambient temperatures above 85°C. The Absolute Maximum power dissipation can be increased by 27 mW for each degree below 85°C, and it must be de-rated by 27 mW for each degree above 85°C. For Operating Ratings maximum power dissipation, T_J = 125°C and T_A = 85°C



Electrical Characteristics

Unless otherwise noted, $V_{DD} = 5.5V$. Typical values and limits appearing in normal type apply for $T_J = 25$ °C. Limits appearing in **boldface** type apply over the entire junction temperature range for operation, $T_J = -40$ °C to +125°C. (1)

Comple al	Dougueston	Conditions	Trusta al	L	.imit	11::4:	
Symbol	Parameter	Conditions	Typical	Min	Max	Units	
POWER SU	JPPLY		1				
V_{DD}	Supply Voltage		5	2.3	5.5	V	
lq	Supply Current	No Load	350		550		
		Standby	2.0		5	μA	
Δl _Q	Additional Standby Current	V _{DD} = 5.5V, every LED pin at 4.3V			2	mA	
V_{POR}	Power-On Reset Voltage		1.8		1.96	V	
t _w	Reset Pulse Width		10			ns	
LED							
V _{IL}	LOW Level Input Voltage			-0.5	0.8	V	
V _{IH}	HIGH Level Input Voltage			2.0	5.5	V	
I _{OL}	Low Level Output Current ⁽²⁾	$V_{OL} = 0.4V, V_{DD} = 2.3V$		9			
		$V_{OL} = 0.4V, V_{DD} = 3.0V$		12			
		V _{OL} = 0.4V, V _{DD} = 5.0V		15		^	
		$V_{OL} = 0.7V, V_{DD} = 2.3V$		15		mA	
		$V_{OL} = 0.7V, V_{DD} = 3.0V$		20			
		V _{OL} = 0.7V, V _{DD} = 5.0V		25			
I _{LEAK}	Input Leakage Current	$V_{DD} = 3.6$, $V_{IN} = 0V$ or V_{DD}		-1	1	μΑ	
C _{I/O}	Input/Output Capacitance	See ⁽³⁾	2.6		5	pF	
ALL DIGIT	AL PINS (EXCEPT SCL AND SDA	PINS)	-	*		!	
V _{IL}	LOW Level Input Voltage			-0.5	0.8	V	
V _{IH}	HIGH Level Input Voltage			2.0	5.5	V	
I _{LEAK}	Input Leakage Current			-1	1	μΑ	
C _{IN}	Input Capacitance	$V_{IN} = 0V^{(3)}$	2.3		5	pF	
² C INTERF	ACE (SCL AND SDA PINS)		-	•		!	
V _{IL}	LOW Level Input Voltage			-0.5	0.3V _{DD}	V	
V _{IH}	HIGH Level Input Voltage			0.7V _{DD}	5.5	V	
V _{OL}	LOW Level Output Voltage			0	0.2V _{DD}	V	
lol	LOW Level Output Current	V _{OL} = 0.4V	6.5	3		mA	
F _{CLK}	Clock Frequency	See ⁽³⁾			400	kHz	
t _{HOLD}	Hold Time Repeated START Condition	See ⁽³⁾		0.6		μs	
t _{CLK-LP}	CLK Low Period	See ⁽³⁾		1.3		μs	
t _{CLK-HP}	CLK High Period	See ⁽³⁾		0.6		μs	
t _{SU}	Set-Up Time Repeated START Condition	See ⁽³⁾		0.6		μs	
DATA-HOLD	Data Hold Time	See ⁽³⁾		300		ns	
t _{DATA-SU}	Data Set-Up Time	See ⁽³⁾		100		ns	
t _{su}	Set-Up Time for STOP Condition	See ⁽³⁾		0.6		μs	
t _{TRANS}	Maximum Pulse Width of Spikes that Must Be Suppressed by the Input Filter of Both DATA & CLK Signals	See ⁽³⁾	50			ns	

⁽¹⁾ Limits are ensured. All electrical characteristics having room-temperature limits are tested during production with T_J = 25°C. All hot and cold limits are ensured by correlating the electrical characteristics to process and temperature variations and applying statistical process control.

²⁾ Each LED pin should not exceed 25 mA and the package should not exceed a total of 200 mA.

⁽³⁾ Ensured by design.



Typical Performance Characteristics

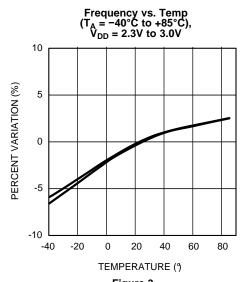


Figure 3.



APPLICATION INFORMATION

Theory of Operation

The LP3944 takes incoming data and feed them into several registers that control the frequency and the duty cycle of the LEDs. Two prescaler registers and two PWM registers provide two individual rates to dim or blink the LEDs (for more information on these registers, refer to Table 1). The baseband controller/microprocessor can program each LED to be in one of four states—on, off, DIM0 rate or DIM1 rate. One read-only registers provide status on all 8 LEDs. The LP3944 can be used to drive RGB LEDs and/or single-color LEDs to create a colorful, entertaining, and informative setting. This is particularly suitable for accessory functions in cellular phones and toys. Any LED pins not used to drive LED can be used for General Purpose Parallel Input/Output (GPIO) expansion.

The LP3944 is equipped with Power-On Reset that holds the chip in a reset state until V_{DD} reaches V_{POR} during power up. Once V_{POR} is achieved, the LP3944 comes out of reset and initializes itself to the default state.

To bring the LP3944 into reset, hold the \overline{RST} pin LOW for a period of TW. This will put the chip to its default state. The LP3944 can only be programmed after \overline{RST} signal is HIGH again.

I²C Data Validity

The data on SDA line must be stable during the HIGH period of the clock signal (SCL). In other words, state of the data line can only be changed when CLK is LOW.

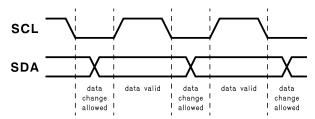


Figure 4. I²C Data Validity

I²C Start and Stop Conditions

START and STOP bits classify the beginning and the end of the I²C session. START condition is defined as SDA signal transitioning from HIGH to LOW while SCL line is HIGH. STOP condition is defined as the SDA transitioning from LOW to HIGH while SCL is HIGH. The I²C master always generates START and STOP bits. The I²C bus is considered to be busy after START condition and free after STOP condition. During data transmission, I²C master can generate repeated START conditions. First START and repeated START conditions are equivalent, function-wise.

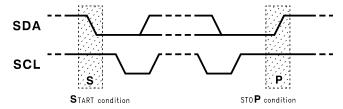


Figure 5. I²C START and STOP Conditions

Transferring Data

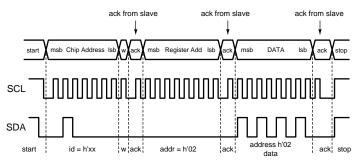
Every byte put on the SDA line must be eight bits long with the most significant bit (MSB) being transferred first. The number of bytes that can be transmitted per transfer is unrestricted. Each byte of data has to be followed by an acknowledge bit. The acknowledge related clock pulse is generated by the master. The transmitter releases the SDA line (HIGH) during the acknowledge clock pulse. The receiver must pull down the SDA line during the 9th clock pulse, signifying an acknowledge. A receiver which has been addressed must generate an acknowledge after each byte has been received.



After the START condition, a chip address is sent by the I²C master. This address is seven bits long followed by an eighth bit which is a data direction bit (R/W). The LP3944 hardwires bits 7 to 4 and leaves bits 3 to 1 selectable, as shown in Figure 6. For the eighth bit, a "0" indicates a WRITE and a "1" indicates a READ. The LP3944 supports only a WRITE during chip addressing. The second byte selects the register to which the data will be written. The third byte contains data to write to the selected register.



Figure 6. Chip Address Byte



w = write (SDA = "0")
r = read (SDA = "1")
ack = acknowledge (SDA pulled down by either master or slave)
rs = repeated start
xx = 60 to 67

Figure 7. LP3944 Register Write

However, if a READ function is to be accomplished, a WRITE function must precede the READ function, as shown in Figure 8.

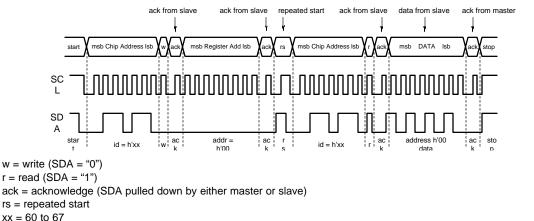


Figure 8. LP3944 Register Read

Auto Increment

Auto increment is a special feature supported by the LP3944 to eliminate repeated chip and register addressing when data are to be written to or read from registers in sequential order. The auto increment bit is inside the register address byte, as shown in Figure 9. Auto increment is enabled when this bit is programmed to "1" and disabled when it is programmed to "0".



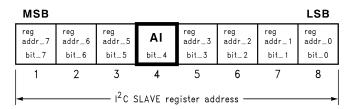


Figure 9. Register Address Byte

In the READ mode, when auto increment is enabled, I²C master could receive any number of bytes from LP3944 without selecting chip address and register address again. Every time the I²C master reads a register, the LP3944 will increment the register address and the next data register will be read. When I²C master reaches the last register (09H register), the register address will roll over to 00H.

In the WRITE mode, when auto increment is enabled, the LP3944 will increment the register address every time I²C master writes to register. When the last register (09H register) is reached, the register address will roll over to 02H, because the first two registers in LP3944 are read-only registers. It is possible to write to these two registers, and the LP3944 will acknowledge, but the data will be ignored.

In the LP3944, registers 0x01, 0x08 and 0x09 are not functional. However, it is still necessary to read from 0x01 and to write to 0x08 and 0x09 in Auto Increment mode. They cannot be skipped.

If auto increment is disabled, and the I²C master does not change register address, it will continue to write data into the same register.

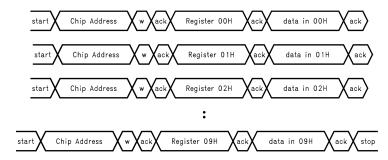


Figure 10. Programming with Auto Increment Disabled (in WRITE Mode)

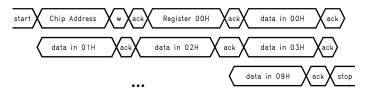


Figure 11. Programming with Auto Increment Enabled (in WRITE Mode)



Table 1. LP3944 Register Table⁽¹⁾

Address (Hex)	Register Name	Read/Write	Register Function
0x00	Input 1	Read Only	LED0–7 Input Register
0x01	Register 1	Read Only	None
0x02	PSC0	R/W	Frequency Prescaler 0
0x03	PWM0	R/W	PWM Register 0
0x04	PSC1	R/W	Frequency Prescaler 1
0x05	PWM1	R/W	PWM Register 1
0x06	LS0	R/W	LED0–3 Selector
0x07	LS1	R/W	LED4–7 Selector
0x08	Register 8	R/W	None
0x09	Register 9	R/W	None

⁽¹⁾ Note: Registers 1, 8 and 9 are empty and non-functional registers. Register 1 is read-only, with all bits hard-wired to zero. Registers 8 and 9 can be written and read, but the content does ot have any effect on the operation of the LP3944.

Binary Fomat for Input Registers (Read Only)—Address 0x00 and 0x01

Table 2. Address 0x00⁽¹⁾

Bit #	7	6	5	4	3	2	1	0
Default value	X	X	X	X	X	X	X	Х
	LED7	LED6	LED5	LED4	LED3	LED2	LED1	LED0

⁽¹⁾ X = don't care

Binary Format for Frequency Prescaler and PWM Registers — Address 0x02 to 0x05

Table 3. Address 0x02 (PSC0)⁽¹⁾

Bit #	7	6	5	4	3	2	1	0
Default value	0	0	0	0	0	0	0	0

⁽¹⁾ PSC0 register is used to program the period of DIM0.

DIM0 = (PSC0+1)/160

The maximum period is 1.6s when PSC0 = 255.

Table 4. Address 0x03 (PWM0)⁽¹⁾

Bit #	7	6	5	4	3	2	1	0
Default value	1	0	0	0	0	0	0	0

⁽¹⁾ PWM0 register determines the duty cycle of DIM0. The LED outputs are LOW (LED on) when the count is less than the value in PWM0 and HIGH (LED off) when it is greater. If PWM0 is programmed with 0x00, LED output is always HIGH (LED off).

The duty cycle of DIM0 is: PWM0/256 Default value is 50% duty cycle.

Table 5. Address 0x04 (PSC1)⁽¹⁾

Bit #	7	6	5	4	3	2	1	0
Default value	0	0	0	0	0	0	0	0

⁽¹⁾ PSC1 register is used to program the period of DIM1.

DIM1 = (PSC1 + 1)/160

The maximum period is 1.6s when PSC1 = 255.

Product Folder Links: LP3944



Table 6. Address 0x05 (PWM1)⁽¹⁾

Bit #	7	6	5	4	3	2	1	0
Default value	1	0	0	0	0	0	0	0

(1) PWM1 register determines the duty cycle of DIM1. The LED outputs are LOW (LED on) when the count is less than the value in PWM1 and HIGH (LED off) when it is greater. If PWM1 is programmed with 0x00, LED output is always HIGH (LED off).

The duty cycle of DIM1 is: PWM1/256 Default value is 50% duty cycle.

Binary Format for Selector Registers — Address 0x06 to 0x07Table 7

Table 7. Address 0x06 (LS0)

Bit #	7	6	5	4	3	2	1	0
Default value	0	0	0	0	0	0	0	0
	B1	В0	B1	В0	B1	В0	B1	В0
	LED3		LED2		LED1		LED0	

Table 8. Address 0x07 (LS1)

Bit #	7	6	5	4	3	2	1	0
Default value	0	0	0	0	0	0	0	0
	B1	В0	B1	В0	B1	В0	B1	В0
	LED7		LED6		LED5		LED4	

Table 9. LED States With Respect To Values in "B1" and "B0"

B1	В0	Function
0	0	Output Hi-Z (LED off)
0	1	Output LOW (LED on)
1	0	Output dims (DIM0 rate)
1	1	Output dims (DIM1 rate)

Programming Example:

Dim LEDs 0 to 7 at 1 Hz at 25% duty cycle

- 1. Set PSC0 to achieve DIM0 of 1s
- 2. Set PWM0 duty cycle to 25%
- 3. Set PSC1 to achieve DIM1 of 0.2s
- 4. Set LEDs 0 to 7 to point to DIM0

Step	Description	Register Name	Set to (Hex)
1	Set DIM0 = 1s 1 = (PSC0 + 1)/160 PSC0 = 159	PSC0	0x09F
2	Set duty cycle to 25% Duty Cycle = PWM0/256 PWM0 = 64	PWM0	0x40
3	Set DIM1 = 0.2s 0.2 = (PSC1 + 1)/160 PSC1 = 31	PSC1	0x1F
4	LEDs 0 to 7 Output = DIM0	LS0, LS1	LS0 = 0xAA LS1 = 0xAA

Product Folder Links: LP3944



Reducing Io When LEDs are Off

In many applications, the LEDs and the LP3944 share the same V_{DD} , as shown in Typical Application Circuit. When the LEDs are off, the LED pins are at a lower potential than V_{DD} , causing extra supply current (ΔI_Q). To minimize this current, consider keeping the LED pins at a voltage equal to or greater than V_{DD} .

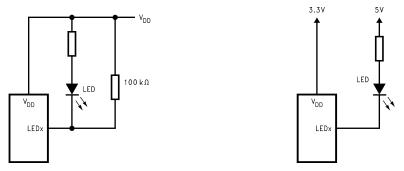


Figure 12. Methods to Reduce I_Q When LEDs Are Off

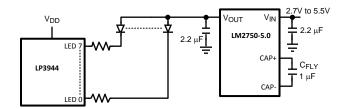


Figure 13. Application Circuit





REVISION HISTORY

Changes from Original (April 2013) to Revision A					
•	Changed layout of National Data Sheet to TI format	·	12		

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PACKAGING INFORMATION

Orderable part number	Status	Material type	Package Pins	Package qty Carrier	RoHS	Lead finish/	MSL rating/	Op temp (°C)	Part marking
	(1)	(2)			(3)	Ball material	Peak reflow		(6)
						(4)	(5)		
LP3944ISQ/NOPB	Active	Production	WQFN (RTW) 24	1000 SMALL T&R	Yes	SN	Level-3-260C-168 HR	-40 to 85	3944SQ
LP3944ISQ/NOPB.A	Active	Production	WQFN (RTW) 24	1000 SMALL T&R	Yes	SN	Level-3-260C-168 HR	-40 to 85	3944SQ
LP3944ISQX/NOPB	Active	Production	WQFN (RTW) 24	4500 LARGE T&R	Yes	SN	Level-3-260C-168 HR	-40 to 85	3944SQ
LP3944ISQX/NOPB.A	Active	Production	WQFN (RTW) 24	4500 LARGE T&R	Yes	SN	Level-3-260C-168 HR	-40 to 85	3944SQ

⁽¹⁾ Status: For more details on status, see our product life cycle.

Multiple part markings will be inside parentheses. Only one part marking contained in parentheses and separated by a "~" will appear on a part. If a line is indented then it is a continuation of the previous line and the two combined represent the entire part marking for that device.

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⁽²⁾ Material type: When designated, preproduction parts are prototypes/experimental devices, and are not yet approved or released for full production. Testing and final process, including without limitation quality assurance, reliability performance testing, and/or process qualification, may not yet be complete, and this item is subject to further changes or possible discontinuation. If available for ordering, purchases will be subject to an additional waiver at checkout, and are intended for early internal evaluation purposes only. These items are sold without warranties of any kind.

⁽³⁾ RoHS values: Yes, No, RoHS Exempt. See the TI RoHS Statement for additional information and value definition.

⁽⁴⁾ Lead finish/Ball material: Parts may have multiple material finish options. Finish options are separated by a vertical ruled line. Lead finish/Ball material values may wrap to two lines if the finish value exceeds the maximum column width.

⁽⁵⁾ MSL rating/Peak reflow: The moisture sensitivity level ratings and peak solder (reflow) temperatures. In the event that a part has multiple moisture sensitivity ratings, only the lowest level per JEDEC standards is shown. Refer to the shipping label for the actual reflow temperature that will be used to mount the part to the printed circuit board.

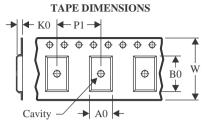
⁽⁶⁾ Part marking: There may be an additional marking, which relates to the logo, the lot trace code information, or the environmental category of the part.

PACKAGE MATERIALS INFORMATION

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TAPE AND REEL INFORMATION





	Dimension designed to accommodate the component width
В0	Dimension designed to accommodate the component length
K0	Dimension designed to accommodate the component thickness
W	Overall width of the carrier tape
P1	Pitch between successive cavity centers

QUADRANT ASSIGNMENTS FOR PIN 1 ORIENTATION IN TAPE

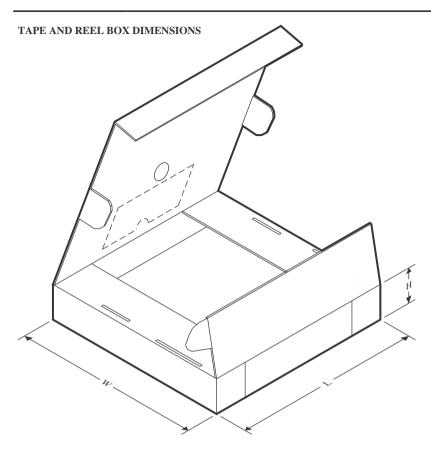


*All dimensions are nominal

	Device	Package Type	Package Drawing		SPQ	Reel Diameter (mm)	Reel Width W1 (mm)	A0 (mm)	B0 (mm)	K0 (mm)	P1 (mm)	W (mm)	Pin1 Quadrant
LP394	14ISQ/NOPB	WQFN	RTW	24	1000	177.8	12.4	4.3	4.3	1.3	8.0	12.0	Q1
LP394	4ISQX/NOPB	WQFN	RTW	24	4500	330.0	12.4	4.3	4.3	1.3	8.0	12.0	Q1

PACKAGE MATERIALS INFORMATION

www.ti.com 31-Jul-2025

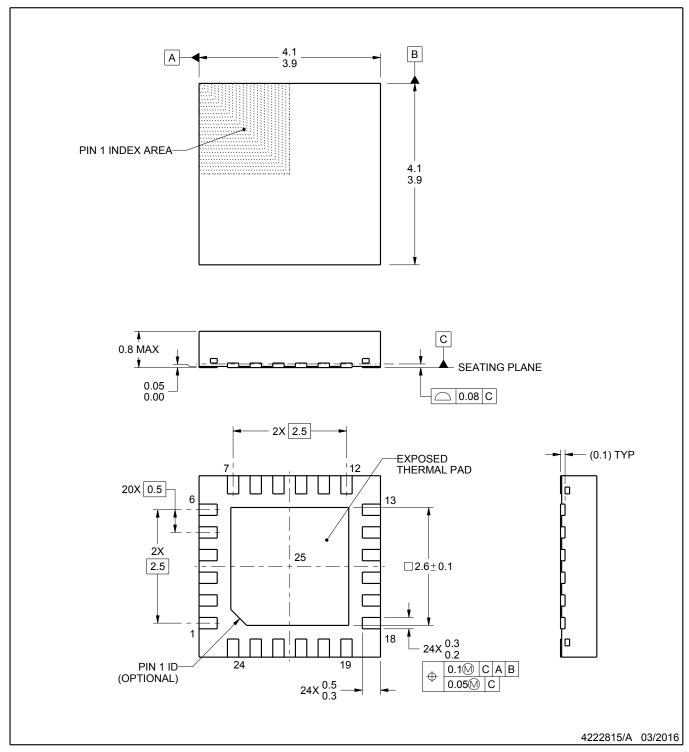


*All dimensions are nominal

Device	Package Type	Package Drawing	Pins	SPQ	Length (mm)	Width (mm)	Height (mm)
LP3944ISQ/NOPB	WQFN	RTW	24	1000	208.0	191.0	35.0
LP3944ISQX/NOPB	WQFN	RTW	24	4500	356.0	356.0	36.0



PLASTIC QUAD FLATPACK - NO LEAD

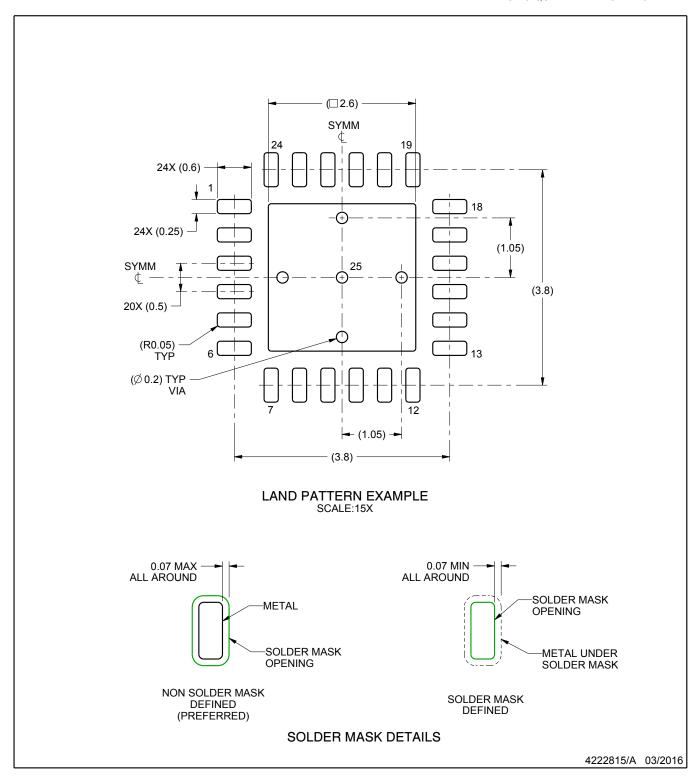


NOTES:

- 1. All linear dimensions are in millimeters. Any dimensions in parenthesis are for reference only. Dimensioning and tolerancing per ASME Y14.5M.
 2. This drawing is subject to change without notice.
- 3. The package thermal pad must be soldered to the printed circuit board for thermal and mechanical performance.



PLASTIC QUAD FLATPACK - NO LEAD

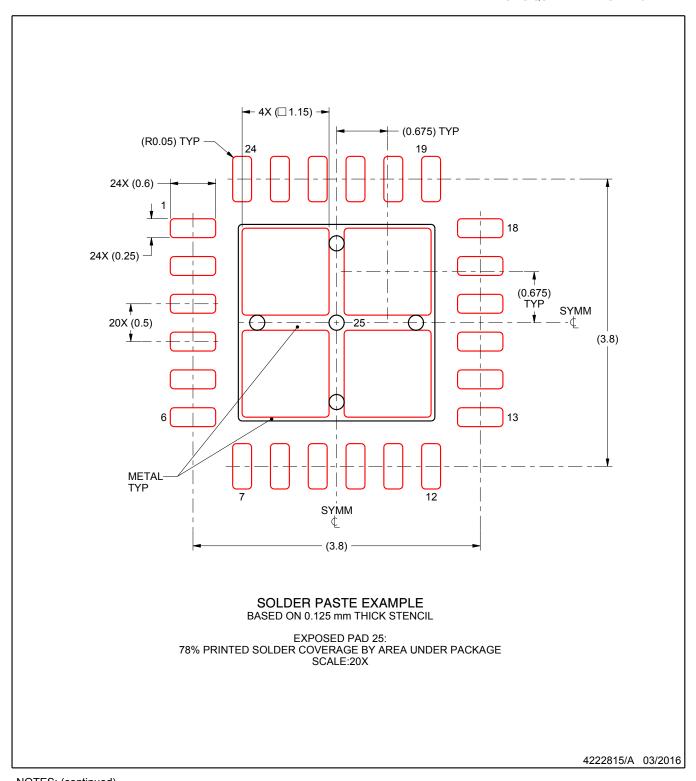


NOTES: (continued)

4. This package is designed to be soldered to a thermal pad on the board. For more information, see Texas Instruments literature number SLUA271 (www.ti.com/lit/slua271).



PLASTIC QUAD FLATPACK - NO LEAD



NOTES: (continued)

5. Laser cutting apertures with trapezoidal walls and rounded corners may offer better paste release. IPC-7525 may have alternate design recommendations.



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