



## **Greenvity introduces HomePlug® Green PHY™ powerline communication SoC for LED lighting**

Hybrii-Mini GV7013 SoC provides standards-based connectivity for cost-sensitive consumer and industrial applications

MILPITAS, Calif. – Feb. 12, 2013 – Greenvity Communications expands its [Hybrii® family](#) of system-on-chip (SoC) connectivity solutions with the new Hybrii-Mini GV7013 aimed at cost-sensitive consumer and industrial applications. Compatible with the HomePlug® Green PHY™ powerline communication (PLC) specification for smart grid applications, the GV7013 specifically addresses intelligent and controlled LED lighting.

The Hybrii-Mini PLC enables intelligent LED lighting over long distances for various types of commercial, residential and public LED lighting applications, including lamps, fixtures, panels and bulbs. The GV7013 also can ensure robust and reliable two-way communication for outdoor lighting such as controlled street lighting and digital signage applications. In residential or building environments, the Hybrii-Mini PLC offers longer range and larger coverage by communicating through multiple walls and floors—a capability that would be a challenge for wireless solutions due to significant signal loss through concrete objects.

One of the major advantages of the GV7013 is its compatibility with the [HomePlug Green PHY](#) international standard, which coexists and is interoperable with the HomePlug AV and IEEE P1901 standards. Because of this, smart lighting solutions with GV7013 will be interoperable with a plethora of existing and emerging HomePlug AV- and IEEE P1901-based products such as home gateways, routers and set-top boxes.

The highly integrated GV7013 offers high performance and robust powerline connectivity with data rates up to 9.8 Mbps. Using OFDM technology across the 2 MHz to 30 MHz spectrums, the Hybrii-Mini offers reliability and increases noise immunity in a system. The GV7013 chip integrates a microprocessor for low power energy management and lighting control, and it supports several interfaces including SPI, UART, I2C and PWM to directly control a variety of LED power drivers and LED chips. The GV7013 architecture and software allow mobile devices such as the iPhone and iPad to control LED lights with dimming and color-tuning capabilities.

“The energy-efficient GV7013 Hybrii-Mini marks Greenvity’s entry into LED

lighting applications, a market that is experiencing exceptionally high growth,” said Hung Nguyen, president and CEO of Greenvity. “The standard-based GV7013 offers all-in-one connectivity in a controlled LED solution that can enhance end-users’ lighting experience, enable energy savings and also reduce time-to-market for OEM/ODM customers.”

The Hybrii-Mini chip is designed and tested for industrial (-40 degrees C to +85 degrees C) temperature requirements, making it suitable for many industrial and consumer applications where low power and low system cost are important. Examples include solar inverters, smart meters, home automation and battery chargers for electric vehicles.

### **Hybrii SoC family**

Greenvity’s hybrid SoC connectivity solutions integrate HomePlug Green PHY powerline and ZigBee® wireless capabilities to enable smart grid-connected equipment and energy-saving consumer electronics for a variety of home and building energy management and electric vehicle applications. The Hybrii-Mini GV7013 joins the [award-winning](#) Hybrii-XL GV7011 chip for smart grid, smart energy management, industrial and consumer applications, and the Hybrii-PLC GV7012 device with Ethernet 10/100 and automotive quality for electric vehicles, battery chargers and other rugged, high temperature conditions.

### **Availability**

Hybrii-Mini GV7013 samples and development boards are available now in limited quantities. Please contact [sales@greenvity.com](mailto:sales@greenvity.com) for pricing and technical details.

### **About Greenvity Communications**

Greenvity Communications is transforming the smart energy management, Home Area Network (HAN) and electric vehicle markets with its innovative and patent-pending smart connectivity technologies. Greenvity develops powerline and wireless communications and unique energy management technologies to enable robust and intelligent connectivity for a wide range of smart energy applications in the smart meter, home gateway, smart appliance, solar and electric vehicle markets. With full operations beginning in 2010, Greenvity is a privately held company based in Silicon Valley. [www.greenvity.com](http://www.greenvity.com)

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