

# TE ENABLES THE BIRTH OF THE WORLD'S FIRST USB TYPE-C LINEAR POWER SUPPLY

## BACKGROUND

When it comes to audio quality, a clean, low-noise power supply is the ultimate prize for music lovers. And MusicLinear™, the world's first USB Type-C linear power supply for Computer Audio Source (CAS) systems, delivers. With extremely low noise output—as little as 20% compared to ordinary, switched-mode power supplies—background noise is quieter, allowing music lovers to enjoy rich listening experiences with a wide pitch range, delicate trebles, and distinct basses. Created through an innovative industry collaboration between startup BravoLinear, Arrow Electronics, and TE Connectivity (TE), revolutionary MusicLinear offers the superior music experience for which you've been waiting.

## CHALLENGES



### Performance

Guaranteeing smooth transmission of audio signals and data while eliminating crosstalk between signals, MusicLinear required outstanding EMI (electromagnetic interference) shielding to achieve ultra-low-noise emissions.



### Support

Due to their startup status, BravoLinear needed a partner who could help accelerate time-to-market and provide comprehensive, end-to-end support.



### Reference

"MusicLinear is designed from scratch," says Andrew Kung, BravoLinear Tech Limited's founder and COO, "and there were no similar products on the market to serve as a reference. This is another challenge that faces any startup company."

## WHY TE CONNECTIVITY

Faced with a tight production cycle and the demand for perfect product performance, MusicLinear urgently needed a flexible, reliable component supplier with a global supply chain and rapid response capabilities. TE's depth of resources and the local technology team made them the ideal partner. Compelling reasons for BravoLinear's choice included TE's:

- Fast, comprehensive technical support
- Ability to improve performance parameters such as electromagnetic interference, noise, and power
- Proven product reliability across a wide range of environments

## HOW DO WE HELP



### Product

- Improved, **RUGGED DESIGN**
- **TWO-WAY** USB Type-C interface
- Maximum power (**100W**)
- Superior **EMI** shielding



### Support

- Global **24x7** phone and live chat
- Rapid **RESPONSE** times



### Local Resources

- **MULTI-LINGUAL** experts

## QUOTE/REFERENCE

*"TE's products are famous for their reliability in harsh environments,"* states Andrew Kung, BravoLinear Tech Limited's founder and COO.

"Because longer power supply life cycles are expected for audio systems—compared with other consumer electronics—reliability is a huge consideration."

*"It is the strong and reliable support provided by TE and its distributor Arrow Electronics,"* emphasizes Andrew Kung, BravoLinear Tech Limited's founder and COO.

"in terms of sample products, product application, and reference designs, that's enabled us as a start-up to overcome so many design challenges and accelerate time-to-market."

LEARN MORE ON  
te.com

