

## DA7280

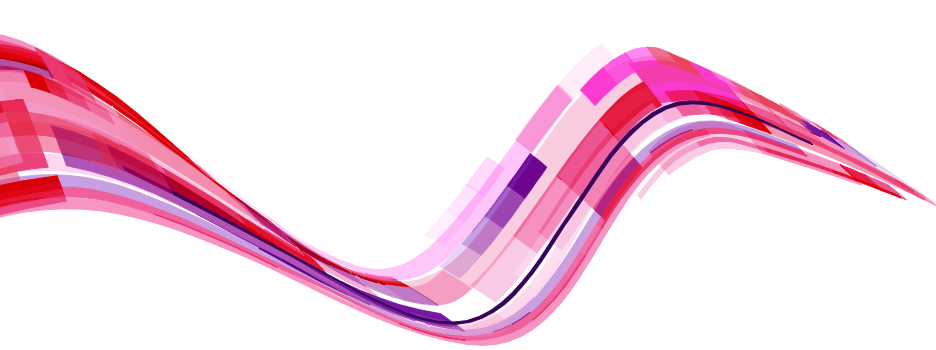
### Ultra-Low-Power Wideband Haptic Driver for ERM and LRA Actuators



The DA7280 high definition (HD) haptic driver combines custom drive sequences (at up to 1 kHz) for HD haptic effects, along with resonant frequency tracking for driving both LRA and ERM actuators. It provides superior click/vibration effects in smartphone, gaming, and wearables applications. The DA7280 is also ideal for use in industrial applications such as touch screen banking ATEs and in automotive areas such as steering wheel driver feedback.

The DA7280's very low idle state current consumption maximizes the battery life of haptic driver applications, which spend the majority of their time in standby/idle modes. The current consumption of the DA7280 is 80 % lower than the nearest alternative solution.

Multiple general purpose trigger inputs and a low-latency ensure highly reactive triggering of haptic sequences from button, screen, or I<sup>2</sup>C inputs. This is ideal for Android systems with a sensor hub and an application processor. The application processor can remain in deep sleep and the sensor hub can trigger up to six haptics events directly. Then, in active modes, the application processor can trigger or stream complex sequences using I<sup>2</sup>C. This flexibility allows for complex streaming of sequences in active modes, and low-latency tact switch replacement for effects in sleep modes.



Unlike current alternative solutions, sequence storage in the device is achieved using frequency, amplitude and duration snippets, allowing complex, on and off resonant effects to be stored, played, or streamed. Ease of use and flexibility are combined for both simple and complex systems.

The DA7280 comes in both WLCSP packaging for size critical consumer products and in QFN packaging for customers looking to lower PCB assembly costs.

## Features and Benefits

Features	Benefits
Wideband LRA driver: 25Hz to 1kHz with $f_{LRA}$ tracking, supports up to 350Hz	Drive LRAs off-resonance for custom effects, or drive dual-resonant systems for two dimensional vibration
Low-latency direct drive	Drive distinct haptic effects triggered by multiple inputs without need to wake the apps processor
Idle current consumption 80% lower than alternative solutions	Longer battery life
Proprietary current output drive with on-the-fly diagnostics	Faster clicks; no need to stop-to-sense during drive; no need to power-on buzz
Custom sequence programming using frequency- time-amplitude snippets	Smaller data download
Linux/Android driver and easy to use HAL driver for embedded systems	Shortened software development time; get to market faster

**Dialog Semiconductor Worldwide Sales Offices - [www.dialog-semiconductor.com](http://www.dialog-semiconductor.com)** email: [info@diasemi.com](mailto:info@diasemi.com)

**United Kingdom**  
Phone: +44 1793 757700

**The Netherlands**  
Phone: +31 73 640 88 22

**Japan**  
Phone: +81 3 5425 4567

**Singapore**  
Phone: +65 648 499 29

**Korea**  
Phone: +82 2 3469 8200

**Germany**  
Phone: +49 7021 805-0

**North America**  
Phone: +1 408 845 8500

**Taiwan**  
Phone: +886 281 786 222

**Hong Kong**  
Phone: +852 3769 5200

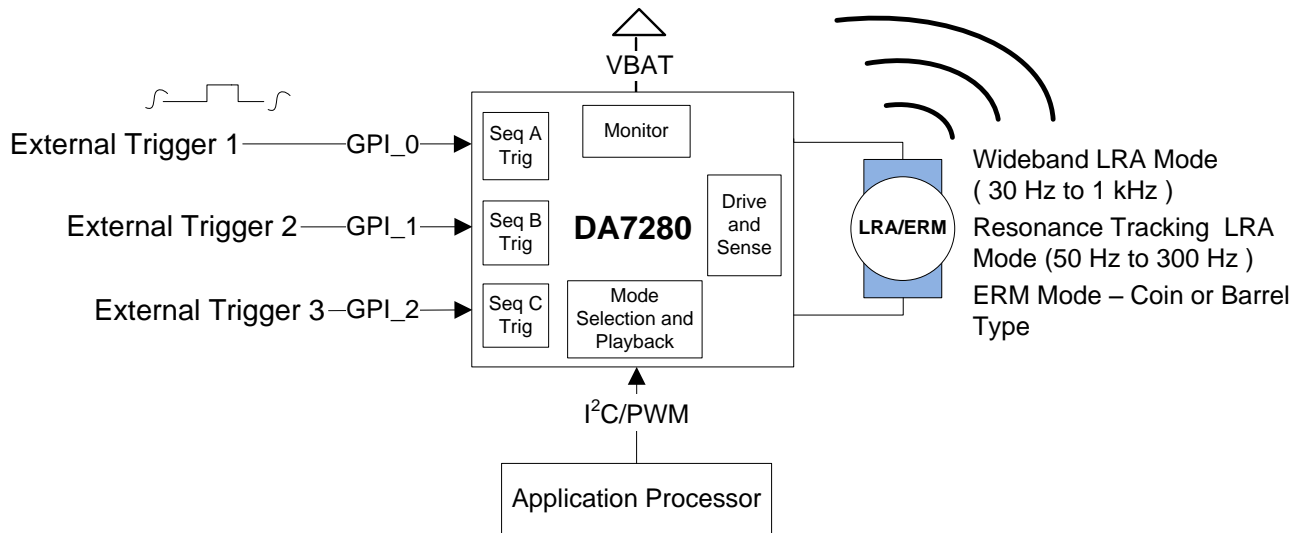
**China (Shenzhen)**  
Phone: +86 755 2981 3669

**China (Shanghai)**  
Phone: +86 21 5424 9058

This publication is issued to provide outline information only, which unless agreed by Dialog Semiconductor may not be used, applied, or reproduced for any purpose or be regarded as a representation relating to products. All use of Dialog Semiconductor products, software and applications referred to in this document are subject to Dialog Semiconductor's [Standard Terms and Conditions of Sale](#), available on the company website ([www.dialog-semiconductor.com](http://www.dialog-semiconductor.com)) unless otherwise stated.

Dialog and the Dialog logo are trademarks of Dialog Semiconductor plc or its subsidiaries. All other product or service names are the property of their respective owners.

© Copyright 2016 Dialog Semiconductor. All rights reserved.



## Ordering Information

Part	Package	Size (mm)	Shipment Form	Pack Quantity
DA7280-00V42	WLCSP	1.35 x 1.75	Tape and reel	4500
DA7280-00FV1-A	QFN	3.0 x 3.0	Tape and reel	6000
DA7280-00FV2-A	QFN	3.0 x 3.0	Tape and reel	<b>250</b>

## Evaluation Tools and Software

Evaluation boards DA7280-EVAL-1 are available from Dialog (through your local distributor) or from Mouser and Digikey respectively.

For more support, see <http://www.dialog-semiconductor.com>. For additional GUIs, documentation, and quick start guides, register at <http://support.dialog-semiconductor.com> and look in the Audio, Power, and Haptics section.

