

Integrated algorithm, driver and power-stage solutions for fan, pump and small BLDC applications

Product Positioning

A good fit for DC fans, pumps, personal-care devices, air purifiers, industrial cooling and other BLDC motor applications that require low noise, long lifetime, high efficiency and fewer external components.

Core Value

- Integrated control algorithm, pre-driver and MOS can reduce external components and development complexity.
- Supports sinusoidal or trapezoidal driving methods to reduce vibration and acoustic noise.
- Built-in current sensing and protection are useful for fans and pumps in continuous operation.
- PWM, analog voltage, clock and I2C speed-control options make system integration easier.

Representative Models / Directions

Model	Function / Spec Summary	Suitable Scenario
ACM6252	Single-phase BLDC driver, TSSOP-16, approx. 1.2 A continuous capability	Small fans, pumps and...
ACM6754	Three-phase BLDC driver, QFN-24, 4.5 V-28 V, 4.8 A peak	Pumps, fans and...
ACM6755	Three-phase BLDC driver, QFN-28, 4.5 V-28 V	Three-Hall and...
ACM6732 / ACM6753	180-degree sensorless sine-wave / sensorless trapezoidal series	Fans, pumps...

Typical Applications

DC Fans

Water Pumps

Air Purifiers

Industrial Cooling

Beauty Devices

Robots / Vacuums

Customer Visit Talking Points

- If customers are moving from brushed to brushless motors, emphasize lifetime, noise and efficiency advantages.
- If speed control is unstable or noise is high, discuss sine-wave driving and speed-curve optimization.
- If customers want to reduce MCU or algorithm development, highlight integration and fast production readiness.

Selection Checklist

- Confirm single-phase / three-phase and Hall / sensorless architecture
- Confirm operating voltage and peak / continuous phase current
- Confirm speed-control method: PWM, analog voltage, clock or I2C
- Confirm stall, no-load, over-current and thermal protection strategy

Recommended Sales Scenarios

- The customer project matches the typical applications in this category.
- The existing design has heat, noise, EMI, battery-life or BOM-complexity issues.
- The customer wants local alternatives, shorter debugging cycles or technical support.
- Use "model + application + pain point" to quickly narrow down a product direction.

Customer Requirement -> Recommended Direction

Customer Pain Point	Key Questions	Recommended Approach
Insufficient output power / SPL	Speaker impedance, target THD+N, supply voltage	Select from BLDC Motor Drivers by power class
Heat or battery-life issue	Battery cell count, playback time, heat-dissipation area	Consider Class-H / high efficiency / boost collaboration
Design-in risk	Package, lead time, software/debug support	Recommend mature models + demo + reference design first