

ASM1051 SuperSpeed USB Controller Certified by USB-IF

LAS VEGAS – January 07, 2010 - ASMedia Technology Inc., a Taiwanese IC design house, announces its first certified SuperSpeed USB product, ASM1051. Recently, SuperSpeed USB (USB 3.0) has attracted attention of the high tech industry, in part because both domestic and foreign IC design manufacturers seek to promote SuperSpeed USB products. To ensure end-user satisfaction of USB 3.0, the USB Implementers Forum (USB-IF) set well-defined specification and test criteria for USB 3.0 so that it can carry on the success of USB 2.0.

The USB-IF ensures product quality and compatibility through its Compliance and Certification Program, allowing manufactures to acquire USB certification and use the SuperSpeed USB logo once their products pass USB 3.0 compliance testing. Although there are many IC design firms entering the USB 3.0 market today, few of these firms can formally announce achieving USB-IF certification for their current products. To date, the only companies with logoed products are ASMedia Technology, Fujitsu, Lucid Port and Synwave.

“With more than 100,000 USB certified products shipped, ASM1051 is a significant milestone for ASMedia Technology Inc.,” said Alex Chen, Sales Vice President of ASMedia Technology Inc. “We understand the importance of product quality, as demonstrated by the ASM1051 achieving the industry’s SuperSpeed USB certification. We expect SuperSpeed USB products to broaden applications and meet our customers’ needs. We also promise to continually enhance product capabilities and aim to lead the semiconductor industry in the USB 3.0 market,” said Alex Chen, Sales Vice President of ASMedia Technology Inc.

ASM1051 is the single chip solution to bridge SuperSpeed USB (USB 3.0) to SATA. SuperSpeed USB is the next-generation specification, rated 10 times faster than Hi-Speed USB (USB 2.0). For additional information, visit www.asmedia.com.tw.