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**USB-IF Announces Latest Lineup of Certified  
USB 3.0 Host Controllers from Two Taiwanese Manufacturers**  
*New Certified Host Controllers from ASMedia and Etron Spur Ecosystem Growth*

**TAIPEI** – May 31, 2011 – Today at Computex, the USB Implementers Forum ([USB-IF](http://www.usb.org)) announced that two new host controllers from Taiwanese companies ASMedia Technology Inc. and Etron Technology Inc. have received SuperSpeed USB certification. These new certified solutions will play an integral role in the further development and advancement of the SuperSpeed USB ecosystem.

"The SuperSpeed USB ecosystem has experienced unparalleled growth and advancement in the past year, and we are pleased that the ASMedia and Etron host controllers are among the 236 certified SuperSpeed USB products," said Jeff Ravencraft, USB-IF President & COO. "The addition of these solutions to the SuperSpeed USB market will help spur continued growth and diversity within the ecosystem, providing end-consumers with more product choices."

The ASM1042 USB 3.0 host controller from ASMedia and the EJ168 USB 3.0 host controller from Etron are both two-port USB 3.0 host controller solutions.

"ASMedia is pleased that the ASM1042 host controller has received USB-IF certification. By gaining certification, we help ensure that our solution upholds the standard, quality and reliability that consumers have come to expect from USB-IF certified products," said Chewei Lin, CEO, ASMedia Technology.

"The addition of our certified EJ168 host controller to the SuperSpeed USB market signifies our commitment in creating high-quality products and also provides end-consumers with another viable option," said Dr. Nicky Lu, Chairman & CEO, Etron Technology. "Etron is excited to contribute to the robust SuperSpeed USB ecosystem."

To meet with USB-IF representatives at Computex, visit the USB-IF Booth #N1125 in the NanGang Exhibition Hall during show hours. To learn more about SuperSpeed USB technology or how to become a USB-IF member, please visit [www.usb.org](http://www.usb.org).

**About SuperSpeed USB**

SuperSpeed USB brings significant performance enhancements to the ubiquitous USB standard, while remaining compatible with the billions of USB enabled devices currently deployed in the market. SuperSpeed USB will deliver up to 10x the data transfer rate of Hi-Speed USB, as well as improved power efficiency. The USB 3.0 specification was developed by the USB 3.0 Promoter Group which consists of Hewlett-Packard Company, Intel Corporation, Microsoft Corporation, Renesas Electronics, ST-Ericsson and Texas Instruments.

**About the USB-IF**

The non-profit USB Implementers Forum, Inc. was formed to provide a support organization and forum for the advancement and adoption of USB technology. The USB-IF facilitates the development of high-quality, compatible USB devices through its logo and compliance program and promotes the benefits of USB and the quality of products that have passed compliance testing. Further information, including postings of the most recent product and technology announcements, is available by visiting the USB-IF website at [www.usb.org](http://www.usb.org).

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