

## FOR IMMEDIATE RELEASE



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### **First Certified SuperSpeed USB Consumer Products Announced** *Products Mark Beginning of New Era of PC Connectivity*

LAS VEGAS - January 5, 2010 - The USB Implementers Forum (USB-IF) today announced the first 17 consumer products to pass compliance and certification testing for SuperSpeed USB, the next generation of USB technology. The products include certified SuperSpeed USB motherboards, notebook PC systems, consumer devices and enabling device silicon. This first wave of certified SuperSpeed USB consumer products and devices to enter the market are from industry-leading manufacturers including ASMedia Technology, ASUS, Fujitsu, Giga-Byte Technology, HP, I/O Interconnect, LucidPort Technology, RATOC Systems, SIIG, Symwave and Western Digital. The products certified represent end-to-end consumer products, solutions for new and legacy PC systems, devices and enabling silicon, which will pave the way for future SuperSpeed USB products. Reliable certified products featuring SuperSpeed USB are now available to consumers worldwide, delivering data transfer rates up to 10x faster than legacy devices.

"SuperSpeed USB is an incredible advancement of the USB technology that consumers know and love, and we're excited to witness this broad industry support for SuperSpeed USB technology," stated Jeff Ravencraft, president and chairman, USB-IF. "The hard work of companies creating certified SuperSpeed USB products and devices is a clear indication of intense interest in, and momentum behind SuperSpeed USB."

The introduction of new certified solutions is contributing to the groundswell of momentum for the standard. Consumers who want the fastest USB experience available now have access to certified SuperSpeed USB host and device solutions. Additional certified products are set to enter the market in the first quarter of 2010.

The USB 3.0 specification, introduced just over one year ago, defines a backward compatible interconnect that delivers improved data transfer rates up to 10x faster than Hi-Speed USB (USB 2.0) and offers optimized power management.

The following products have achieved compliance and certification for SuperSpeed USB:

#### **Motherboards**

- ASUS
  - P6X58D Premium motherboard
- Giga-Byte Technology
  - GA-P55A-UD3 motherboard

#### **Notebooks**

- HP
  - Envy 15 notebook PC
- Fujitsu
  - FMV-BIBLO NF/G70 notebook PC

#### **Consumer Devices**

- I/O Interconnect
  - RS952, USB 3.0 2.5" hard disk drive enclosure

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- RA314, USB 3.0 2-port PCIe add-in card
- RA315, USB 3.0 2-port ExpressCard
- RATO Systems
  - USB 3.0 PCIe add-in card
  - USB 3.0 ExpressCard
- SIIG
  - JU-P20412-S2, USB 3.0 2-port PCIe add-in card
- Western Digital
  - My Book USB 3.0 external hard drive
  - USB 3.0 PCIe (Gen 2) adapter card

#### **Device Silicon**

- ASMedia Technology
  - ASM1051, USB 3.0 to SATA storage controller
- Fujitsu Microelectronics
  - MB86C30, USB 3.0 to SATA storage controller
- LucidPort
  - USB300, USB 3.0 to SATA storage controller
- Symwave
  - SW6316, USB 3.0 to SATA storage controller

"ASUS is committed to providing the very best PC experience across our entire range of products," expressed CheWei Lin, General Manager of ASUS Motherboard Business Unit. "We are thrilled to work with the USB-IF and offer SuperSpeed USB capabilities on our new P7P55D Series and M4 Series motherboards. It is a technology that will open new doors for both designs and consumers of technology alike."

"We are pleased that the Fujitsu MB86C30 USB 3.0-SATA device earned USB-IF compliance and certification," said Fujio Nakanishi, ASSP business unit president, Fujitsu Microelectronics Limited. "The SuperSpeed USB specification is ideal for the new generation of external drives and consumer mass storage systems that will be available early this year."

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 Intel Corporation, HP, Microsoft Corporation, NEC Corporation, 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 Web site at [www.usb.org](http://www.usb.org).

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