

MEDIA ALERT

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USB Implementers Forum Announces First SuperSpeed USB Developers Conference

Conference will Deliver Comprehensive Review of USB 3.0 Specification

WHAT: The SuperSpeed USB Developers Conference will provide attendees with the first opportunity to hear directly from the creators of the USB 3.0 specification, which is the technical map for device manufacturers to bring SuperSpeed USB technology to the market. Keynote speakers will address exciting advancements offered by the new technology, and attendees will obtain important information on best practices for incorporating SuperSpeed USB into their product roadmaps.

In addition to technical sessions, an exhibit area will showcase the latest developments and early designs featuring SuperSpeed USB technology.

WHEN: November 17-18, 2008

Members of the media and analyst communities are welcome to attend the 8:45 a.m. keynote, followed by a Q&A session and luncheon on November 17. Please see the media/analyst registration link below.

WHERE: Doubletree Hotel
San Jose, California

WHO: The conference is hosted by the USB Implementers Forum.

REGISTER: To register for the Developers Conference, please visit the [USB-IF Web site](#). Members of the media and analyst communities can also download a registration form [online](#).

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 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, HP, Microsoft, NEC Corporation, NXP Semiconductors and Texas Instruments Incorporated.

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