

MEDIA ALERT

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USB-IF to Demo Key SuperSpeed USB Application at CES 2011

WHAT: The USB Implementers Forum ([USB-IF](#)) will showcase the latest SuperSpeed USB technology at CES Unveiled and during CES, creating the ideal venue for attendees to witness firsthand SuperSpeed USB innovations. The USB-IF will demonstrate several new SuperSpeed USB products at CES Unveiled and the USB TechZone at CES, featuring 20 exhibiting USB-IF member companies demonstrating their newest SuperSpeed USB products.

Real-Time Video Capturing Demo: This new demonstration will feature real-time capturing of 1080p content at 60 frames per second (FPS) using a [Blackmagic](#) Design Intensity Shuttle and an [ASUS](#) laptop. The ASUS motherboard includes SuperSpeed USB functionality enabled by the [Fresco Logic](#) FL1000 host controller. The captured content will be subsequently written onto a LaCie 2big USB 3.0 storage drive in real-time.

Please contact USB-IF representatives at press@usb.org to book a dedicated briefing with USB-IF spokespersons.

WHERE: CES Unveiled, The Venetian Ballroom, The Venetian Hotel
3355 Las Vegas Blvd. Las Vegas, NV 89019

CES 2011, Las Vegas Convention Center, South Hall 4 Booth #36505
3150 Paradise Rd. Las Vegas, NV 89019

WHEN: CES Unveiled, January 4, 2011
▪ 4 - 7 p.m.
CES 2011, January 6-9, 2011
▪ Show Hours: Thursday: 10 a.m. - 6 p.m., Friday: 9 a.m. - 6 p.m.,
Saturday: 9 a.m. - 6 p.m., Sunday: 9 a.m. - 4 p.m.

WHO: The USB TechZone, hosted by the USB-IF, will feature the following exhibitors:

Arasan Chip Systems	L&T Infotech
DisplayLink	LeCroy Corporation
Etron Technology, Inc.	Main Super Enterprises Co., Ltd.
EZAir Wireless	Newnex Technology Corp.
Fujitsu	Ningbo Hentek Dragon Electronics Co., Ltd.
Genesys Logic	SMSC
GIGABYTE Technology	System Level Solutions, Inc.
ICT-LANTO	Texas Instruments
Innoston Technology Corp.	Total Phase
Jungo	VIA Labs, Inc.

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 Web site at www.usb.org.

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