

## MEDIA ALERT



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## USB-IF Announces Final SuperSpeed USB Developers Conference

### *Strong Industry Momentum for Certified Products Signals Last Developers Conference*

**WHAT:** The USB Implementers Forum ([USB-IF](#)) will hold its final SuperSpeed USB Developers Conference March 9-10, 2011. This SuperSpeed USB Developers Conference is the last opportunity for members to hear directly from the creators of the USB 3.0 specification. Keynote speakers will present an update on the SuperSpeed USB ecosystem, and this year's conference includes [four new sessions](#) from Intel, LaCie and Microsoft, providing attendees with valuable insight on device design guidelines, industrial design techniques and software architectures.

**WHERE:** SuperSpeed USB Developers Conference  
Hilton Amsterdam  
Apollolaan 138  
Amsterdam, The Netherlands

**WHEN:** March 9-10, 2011

Members of the media and analyst communities are welcome to attend on March 9 for the 9 a.m. keynote, followed by a Q&A session and exhibitor showcase.

**WHO:** The conference is hosted by the USB Implementers Forum and is sponsored by key companies including:

- Intel Corporation
- GIGABYTE Technology
- Texas Instruments
- LeCroy Corporation
- Renesas

It will also feature the following exhibitors:

- Agilent Technologies
- Ellisys
- MCCI Corporation
- SMSC
- Synopsys
- Tektronix
- Total Phase, Inc.

- More -

**COST:** The attendance fee for this event is US\$495 for [USB-IF member registrations](#) received by February 7, 2011 and US\$645 for USB-IF member registrations received after February 7, 2011. The attendance fee for [non-members](#) is US\$995.

**REGISTER:** To register for the Developers Conference, please visit the [USB-IF website](#). Members of the media and analyst communities should contact [press@usb.org](mailto:press@usb.org) for more information.

### **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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