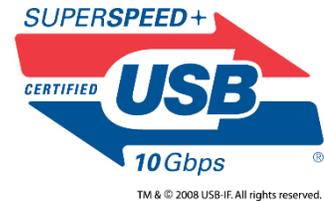


## PRESS RELEASE

### CONTACT:

Liz Nardozza  
USB-IF Public Relations  
+1 503-619-5224  
[press@usb.org](mailto:press@usb.org)



## USB-IF Announces USB Developer Days in North America and Asia

*Technical tracks will cover USB Type-C™, USB Power Delivery and SuperSpeed USB 10Gbps*

**Beaverton, Ore.** — September 10, 2015 — USB Implementers Forum (USB-IF) today announced it will host two USB Developer Days, the first in San Diego, October 20-21 and the second in Taipei, Taiwan, November 17-18. The DevDays technical tracks will include USB Type-C™, SuperSpeed USB 10Gbps, USB Power Delivery and standardized USB Type-C™ Alternate Modes, among other topics. Guest speakers will present case studies on product implementations and attendees will have the opportunity to network with exhibitors as well as USB experts.

“The next generation of USB has already started to influence the form factor, performance and power capability of consumer electronics and we expect to see adoption in a range of industries including enterprise, automotive, IoT and beyond,” said Jeff Ravencraft, USB-IF President and COO. “Companies started announcing products mere months after the USB Type-C specification was finalized. The market is moving fast and the most effective way to shorten time-to-market without cutting corners is to attend the USB DevDays.”

“We’ve planned these DevDays to offer more than just information about the specifications,” said Brad Saunders, USB-IF Chairman. “Guest speakers will present use cases and key learnings to show attendees step-by-step how their companies implemented these USB technologies. Companies need to realize these new specs are not your ordinary USB and if they want to successfully implement these new USB technologies they need to send their lead design members to this event.”

**Who:** Hardware developers and software developers with a focus on I/O connectivity and performance, form factor design, user interface, power management, cables, connectors and other areas of expertise.

**What:** USB Developer Days hosted by USB Implementers Forum

**When/Where:** **USB DevDays San Diego**  
October 20-21, 2015  
San Diego, CA, USA

**USB DevDays Taipei**  
November 17-18, 2015  
Taipei, Taiwan

### Technical Sessions

- Primary Technical Track (*subject to change*):
  - USB Type-C™ Technical Training
  - USB 3.1 System Design
  - USB Re-timers/Re-drivers and Active Cables
  - USB Power Delivery Technical Training
  - Emerging International Charger Specifications

- USB Compliance/Certification Learnings and Guidelines
- Additional topics (*subject to change*):
  - OS Support for USB (Windows® operating system, Android™, etc.)
  - USB Type-C™ Port Controllers and System Design
  - USB 3.1 and USB Type-C™ Certification Testing Solutions
  - Standardized USB Type-C™ Alternate Modes (DisplayPort™ Alt Mode, MHL Alt Mode for USB Type-C™, etc.)

USB-IF membership is not required to attend the USB DevDays. Space is limited and registration fees apply. For more information, please visit the USB-IF website at [www.usb.org](http://www.usb.org).

### **About 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 as defined in the USB specifications. USB-IF facilitates the development of high-quality, compatible USB devices through its logo and compliance program recognized around the globe 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).

*USB Type-C™ and USB-C™ are trademarks of USB Implementers Forum. Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Android is a trademark of Google Inc. DisplayPort™ and the DisplayPort™ logo are trademarks owned by the Video Electronics Standards Association (VESA) in the United States and other countries.*