



MEDIA ALERT

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USB-IF to Host USB Community at CeBIT 2011 *USB Community will showcase latest SuperSpeed USB products*

WHAT: The USB Implementers Forum ([USB-IF](http://www.usb.org)) will host the USB Community at CeBIT 2011, the world's largest digital IT and telecommunications trade fair held annually in Hannover, Germany. The USB-IF will be joined by nine exhibiting USB-IF member companies demonstrating the latest SuperSpeed USB products and innovations.

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

WHERE: CeBIT 2011, Hall 17, Stand D76
30521 Hannover, Germany

WHEN: CeBIT 2011, March 1-5, 2011
▪ Show Hours: 9 a.m. - 6 p.m. daily

WHO: The USB Community, hosted by the USB-IF, will feature exhibitors including:

- Agilent Technologies, Inc.
- Elka International, Ltd.
- Jungo
- LeCroy Corporation
- Main Super Enterprises Co., Ltd.
- SMSC
- System Level Solutions, Inc.
- Texas Instruments
- Total Phase

About SuperSpeed USB

SuperSpeed USB (USB 3.0) 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.

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