USB-IF Certifies 1,000 SuperSpeed USB (USB 3.0) Products

Industry forecasted to ship nearly 700 million SuperSpeed USB products

SAN FRANCISCO, Calif. – September 10, 2013 – Today at the Intel Developer Forum (IDF), the USB Implementers Forum (USB-IF) announced it has surpassed 1,000 certified SuperSpeed USB (USB 3.0) products on the market, a milestone that reflects the overall success and market adoption of SuperSpeed USB technology.

SuperSpeed USB certification has increased rapidly from 500 products at this time last year, to now more than 1,000 products, including the recent certification of USB 3.0 hubs. Certified SuperSpeed USB products represent only a fraction of the nearly 700 million USB 3.0 products forecasted to be shipped in 2013, according to a 2013 independent USB market report by Multimedia Research Group, Inc. (MRG). This type of USB product investment from USB-IF member companies has enabled SuperSpeed USB to achieve worldwide consumer awareness.

“USB technology continues to be the dominant standard in the interconnect market,” said Greg Potter, analyst, Multimedia Research Group. “The current rate of SuperSpeed USB market adoption is another indicator of the future longevity of the technology."

“USB technology is more than a market heavyweight, it is the de facto interface that consumers rely on for consistent interoperability and versatility,” said Jeff Ravencraft, USB-IF President and COO. “The industry support for SuperSpeed USB certification validates the USB-IF testing and certification program is a necessary step to ensure a seamless computing experience.”

Recently announced USB technology developments will continue to enhance user experience across multiple computing platforms. The new USB 3.1 specification enables SuperSpeed USB to operate at up to 10 Gbps, a 2x performance increase from USB 3.0. Member companies are also currently implementing the recently released USB Power Delivery specification. USB Power Delivery provides consumers with a single USB cable, for A/V, data and power delivery up to 100 watts. New products will have USB Power Delivery hardware inside and use a power delivery-enabled cable. Each specification will be backward compatible with existing USB cables and connectors.

The USB-IF and member companies will showcase the latest USB developments during Intel Developers Forum (IDF) being held September 10-12 in San Francisco. To learn more about SuperSpeed USB, stop by the SuperSpeed USB Community at IDF or visit www.usb.org.

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 delivers up to 10x the data transfer rate of Hi-Speed USB, as well as improved power efficiency. SuperSpeed USB offers effortless video streaming, music and photos at your home, office, car and anywhere in between. The USB 3.0 specification was developed by the USB 3.0 Promoter Group, which consists of Hewlett-Packard Company, Intel Corporation, Microsoft, 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. In addition, it promotes the benefits of USB and the quality products that have passed its 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.