

## MEDIA ALERT



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### **New USB Technology Featured at World's Largest Technology Show** *USB-IF to Showcase SuperSpeed USB and Wireless USB at CeBIT*

**WHAT:** The world's most ubiquitous consumer electronics interconnect will be featured at CeBIT 2009 in Hannover, Germany. The USB Implementers Forum (USB-IF) will show demonstrations of cutting edge technologies, devices and scenarios using Wireless USB and the new SuperSpeed USB (USB 3.0), which promises speeds up to 10x faster than Hi-Speed USB (USB 2.0). USB technology is evolving to meet consumer needs. CeBIT 2009 is your opportunity to experience these technologies firsthand. Visit the USB Implementers Forum (USB-IF) stand at CeBIT. To set up a media interview with USB-IF President and Chairman Jeff Ravencraft onsite at CeBIT, please e-mail or call the contacts listed above.

**WHEN:** CeBIT 2009: March 3-8

**WHERE:** CeBIT: Hannover, Germany  
Hall 13, Stand No. D41-5 in the IPCentral / WIRELESSWorld Exhibit Area

**WHO:** USB Implementers Forum

#### **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](http://www.usb.org).

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