

MEDIA ALERT



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USB-IF to Feature SuperSpeed USB at CES 2010

Industry-leading companies to showcase SuperSpeed USB products at USB TechZone

WHAT: SuperSpeed USB (USB 3.0) was developed to answer the need for a next generation interconnect with the speed to transfer the immense amount of data consumers create and consume daily. Offering up to 10x the performance of Hi-Speed USB (USB 2.0), enhanced power delivery and improved power efficiency, [SuperSpeed USB](#) is now available to consumers seeking a fast, reliable and backward compatible solution. SuperSpeed USB allows users to sync and transfer photos, video, music, documents and other digital content in their lives like never before.

[CES 2010](#) is your opportunity to experience SuperSpeed USB firsthand and speak directly with the industry-leading companies bringing the technology to market. Visit the USB Implementers Forum (USB-IF) table at CES Unveiled or the USB TechZone at the Las Vegas Convention Center, which will include 15 exhibiting companies. Please contact USB-IF representatives at press@usb.org with questions or to book a dedicated briefing with USB-IF spokespersons.

WHEN: CES Unveiled, January 5, 2010
CES 2010, January 7 - 10, 2010
Showcase hours:
Thursday: 10 a.m.- 6 p.m., Friday - Saturday: 9 a.m.- 6 p.m., Sunday: 9 a.m.- 4 p.m.

WHERE: CES Unveiled
The Venetian Ballroom, The Venetian Hotel
3355 Las Vegas Blvd., Las Vegas, NV 89109

CES 2010: South Hall 3, Upper Level, Booth #30769
Las Vegas Convention Center
3150 Paradise Road, Las Vegas, NV 89109

WHO: The USB TechZone is hosted by the [USB-IF](#). Exhibiting organizations and sponsors include:

- [Arasan Chip Systems](#)
- [DisplayLink Corp.](#)
- [Fresco Logic](#)
- [Fujitsu](#)
- [Genesys Logic](#)
- [I/O Interconnect](#)
- [inXtron, Inc.](#)
- [Jungo Ltd.](#)
- [magicJack](#)
- [Main Super Enterprises Co., Ltd.](#)
- [MCCI](#)
- [NEC Electronics](#)
- [Newnex Technology Corp.](#)
- [Texas Instruments](#)
- [Total Phase](#)

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.

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