



SuperSpeed USB

Host: Jeff Ravencraft

USB-IF president and chairman



Agenda

Introduction & Technology Overview

- Jeff Ravencraft

Hewlett-Packard Corporation

- Lee Atkinson, distinguished technologist

ASUSTek Computer Inc.

- Tony Chen, vice president and vice chair of system business group

GIGABYTE

- Henry Kao, vice president of motherboard business unit



Announcements



USB-IF Engages Worldwide SuperSpeed USB Developer Community at Taipei Developer Conference

USB-IF member companies converge in Taipei to exhibit new consumer products at Taipei SuperSpeed USB Developers Conference

TAIPEI – April 1, 2010 – Today at the [SuperSpeed USB Developers Conference](#) in Taipei, the USB Implementers Forum (USB-IF) announced the certification of 75 SuperSpeed USB products and multiple company demonstrations of new SuperSpeed USB consumer products, furthering industry momentum for the technology. Certified SuperSpeed USB products from industry-leading companies are available to consumers worldwide. Additionally, SuperSpeed USB products in new device classes, from display to hubs, are emerging.

NEC Electronics Ramps Up Production of USB 3.0 Host Controller Contributes to Promotion of the USB 3.0 Standard with Shipment of Three Million Host Controllers

KAWASAKI (Japan), SANTA CLARA, Calif. (USA), DUESSELDORF (Germany), March 17, 2010 – NEC Electronics (TSE: 6723) today announced that it plans to double production of its USB Implementers Forum (USB-IF) certified SuperSpeed USB (USB 3.0) host controller (part number μ PD720200), the world's first, and is expecting to reach monthly production of two million units starting April 2010.

SuperSpeed USB Key Messages



- SuperSpeed USB is Here!, it's Real!
 - End-To-End solutions available to consumers worldwide
- Up to 10x performance increase
- Fast sync-n-go
 - Minimizes user wait-time
- Optimized power efficiency
 - Uses 1/3 the power of USB 2.0
- Backward compatible with USB 2.0





- HP is a co-author and promoter of SuperSpeed USB. Our history with USB is 15 years old.
- HP is the world's top provider of computers with USB.
- The enhanced speed, compatibility, and power capabilities of USB 3.0 will enable new usages for our customers.

Universal Serial Bus 3.0 Specification

Hewlett-Packard Company
Intel Corporation
Microsoft Corporation
NEC Corporation
ST-NXP Wireless
Texas Instruments

Revision 1.0
November 12, 2008

HP



- HP is already shipping three portable products with Certified USB 3.0
 - HP Elitebook 8540W and 8740W Mobile Workstations
 - Envy15 for the enthusiast consumer -- Existing class drivers continue to work
- Additional Mobile and Desktop solutions will be introduced continuously throughout this year.



ASUS



- **ASUS Leads the Way for True USB 3.0 Integration in Complete Product Line from notebook, motherboard, netbook, desktop PC, and even to digital media player.**
- **First notebook with USB 3.0, N Series** - offers a complete multimedia solution across all price segments to make USB 3.0 accessible for consumers.
- **First notebook brand with the most USB 3.0 notebook models** available for different target audience and usage scenarios from designer notebook, high performance, to mainstream notebooks.



1st Brand to offer the most complete portfolio of USB 3.0 Ready products

50+ Motherboards with USB 3.0 Ready

1st Digital Media Player with USB 3.0

1st EeePC with USB 3.0

1st notebook with USB 3.0

1st USB-IF Certified Motherboard

ASUS



- Industry first USB 3.0 certified motherboard, ASUS P6X58D Premium
- USB 3.0 motherboards available in all product segments
- Superior USB 3.0 performance: 74.38% better performance P7P55D-E series



74% Better Performance

ASUS

Others

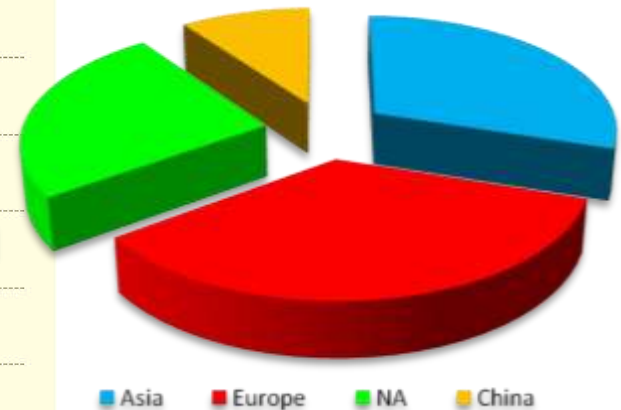
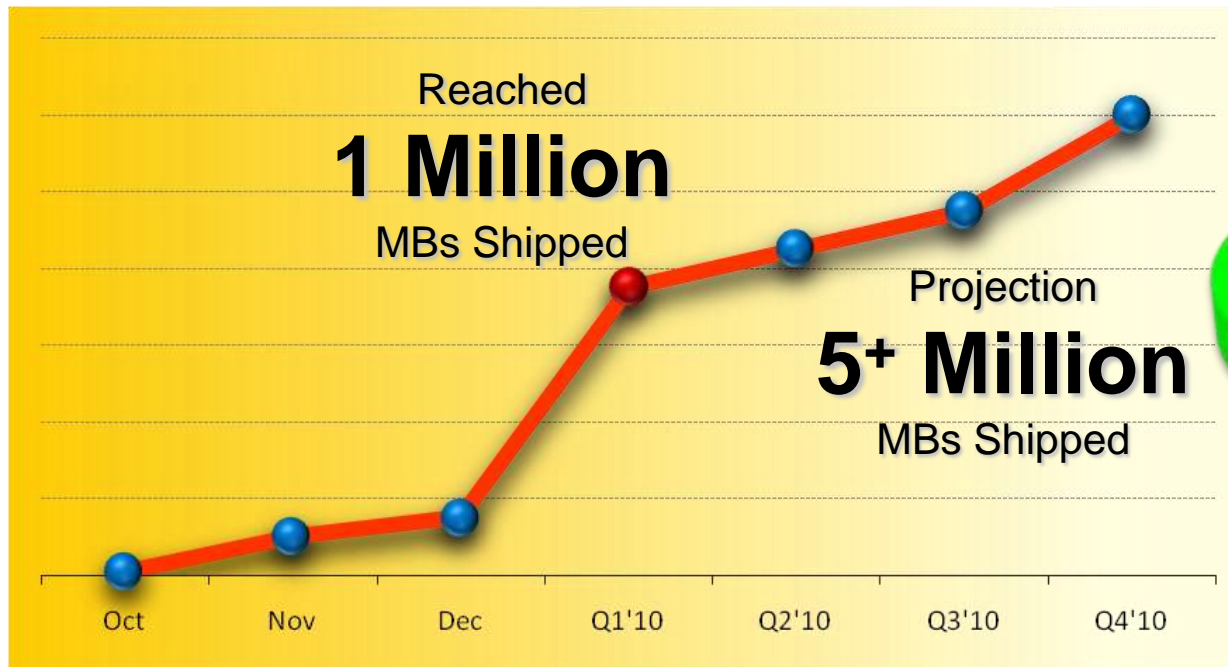


GIGABYTE

Market & Media Acceptance



- March 17, 2010: NEC announces 3m USB 3.0 controllers shipped!
- GIGABYTE shipped 1m SuperSpeed USB motherboards (1/3)



“...benchmarks prove (USB 3.0) is a huge step up from USB 2.0, even when using a average desktop hard drive.”

GIGABYTE

SuperSpeed USB Creates Opportunities



- Opportunity is now!
 - Desktop PC market currently enjoying Win 7 upgrade cycle
 - Upgraders want future-proof purchase – USB 3.0 better than USB 2.0
- Opportunities for innovation – 3x USB power from all GIGABYTE SuperSpeed USB motherboards
- GIGABYTE currently sells 25 models – Intel X58, P55, H57, H55, P45, P43 and AMD 790FX, 790X, 770 & 785G chipsets
- Opportunities for market leadership
 - Visit www.usb3motherboard.com to find out more!





Question and Answer Session