

## PRESS RELEASE

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## **New SuperSpeed USB Developments Increase Speed and Power Delivery**

*SuperSpeed USB (USB 3.0) to deliver single USB cable for faster data transfer with support for increased power delivery up to 100 watts*

**BEIJING** – April 10, 2013 – Today at the Intel Developers Forum (IDF), the USB Implementers Forum ([USB-IF](#)) announced that recent USB specifications and new SuperSpeed USB certified products enhance USB applications across multiple computing platforms and demonstrate continued industry support and increased consumer adoption for SuperSpeed USB.

Recent SuperSpeed USB updates include a new specification development effort underway to double the data through-put performance of existing [SuperSpeed USB to 10 Gbps](#) and the now publicly available [USB Power Delivery specification](#). The speed enhancement to SuperSpeed USB will use new cables that are fully backward compatible with existing USB connectors and cables. The USB Power Delivery specification is also being adopted by manufacturers and products are currently being developed that will help simplify the lives of consumers, by providing a single-cable for data and power delivery up to 100 watts. New products will have USB Power Delivery hardware inside and use a power delivery-enabled cable. The USB-IF and USB 3.0 Promoter Group drive ongoing innovation such as these developments to improve user experience and connectivity performance.

“The USB-IF recognizes consumer demand for a simplified single-cable solution to power and simultaneously transfer data to their laptops, tablets and smartphones,” said Jeff Ravencraft, USB-IF President and COO. “With the new SuperSpeed USB enhancement to increase performance up to 10 Gbps data rate, coupled with the USB Power Delivery specification capable of delivering up to 100 watts of power to USB-enabled devices, consumers will soon be able to have one USB cable to support all their needs.”

Additionally, SuperSpeed USB product certification continues to increase dramatically with more than 850 products now certified, including the first USB 3.0 Hub Silicon products. This continued investment from member companies has enabled the USB-IF to achieve worldwide consumer awareness with USB products. These developments and certification milestones continue to affirm SuperSpeed USB as the class leading I/O standard.

“USB continues to anticipate consumer need with relevant capabilities and increased speeds, including the new SuperSpeed USB at 10 Gbps transfer rate and Power Delivery specifications,” said Greg Potter, Analyst, Multimedia Research Group. “The delivery of USB 3.0 certified products is continuing to grow exponentially, with over 1 billion USB 3.0 products shipping by the end of 2013. This huge growth is a testament to the benefits, ease of use, and continued relevance of USB technology. Industry adoption will only expand as USB continues to be the standard to which all other I/O connections are compared.”

The USB-IF and member companies will showcase their latest USB developments during IDF being held April 10-11, 2013 in Beijing. To learn more about SuperSpeed USB, stop by the USB Community at [IDF Beijing](#) or visit [www.usb.org](http://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, 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](http://www.usb.org).

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