

USB 3.1 Specification Language Usage Guidelines from USB-IF

USB-IF emphasizes the importance and value of consistent messaging on USB product packaging, marketing materials, and advertising. Inconsistent use of terminology creates confusion in the marketplace, can be misleading to consumers and potentially diminishes USB-IF's trademark rights.

The USB usage model is evolving. The USB ecosystem has expanded to include multiple connectors, performance levels, and power capabilities to meet the needs of manufacturers and developers. When referring to a product that is based on and compliant with the USB 3.1 specification, it is critical for manufacturers to clearly identify the performance capabilities of that device separately from other product benefits and/or physical characteristics.

USB 3.1 Gen 1 and USB 3.1 Gen 2

The USB 3.1 specification identifies two transfer rates, USB 3.1 Gen 1 at 5Gbps and USB 3.1 Gen 2 at 10Gbps.

It is important that vendors clearly communicate the performance signaling that a product delivers in the product's packaging, advertising content, and any other marketing materials.

- USB 3.1 Gen 1
 - Product capability: product signals at 5Gbps
 - Marketing name: **SuperSpeed USB**
 - **NOTE:** USB 3.1 Gen 1 and USB 3.0 terms are synonymous
- USB 3.1 Gen 2
 - Product capability: product signals at 10Gbps
 - Marketing name: **SuperSpeed USB 10Gbps**

NOTE: SuperSpeed Plus, Enhanced SuperSpeed and SuperSpeed+ are defined in the USB specifications however these terms are not intended to be used in product names, messaging, packaging or any other consumer-facing content.

USB 3.1 Key Messages

- Delivers compelling performance boosts to meet requirements for USB storage, display, and docking applications.
- Enables end-users to move content across devices quickly, conveniently and without worrying about compatibility.
- Backwards compatible with existing USB software stacks and device class protocols as well as with existing 5Gbps hubs and devices, and USB 2.0 products.
- Enables devices from different vendors to interoperate in an open architecture, while maintaining and leveraging the existing USB infrastructure.
- Allows system OEMs and peripheral developers adequate room for product versatility and market differentiation without the burden of carrying obsolete interfaces or losing compatibility.

USB 3.1 Naming and Packaging Recommendations

To avoid consumer confusion, USB-IF's recommended nomenclature for consumers is "SuperSpeed USB" for 5Gbps products and "SuperSpeed USB 10Gbps" for 10Gbps products.

In order to identify performance capabilities, USB-IF strongly recommends submitting products to the USB-IF Compliance Program and then, once successful, using the logos for consumer recognition. The USB-IF logo guidelines are available here:
http://www.usb.org/developers/logo_license/.

It is critical for manufacturers to distinguish between USB 3.1 Gen 1 and USB 3.1 Gen 2 products. USB-IF also strongly urges manufacturers to identify the performance capabilities of a product separately from other protocols or physical characteristics in product names and marketing materials.

Please note the following:

- USB 3.1 only defines the transfer rate of a product.
 - o USB 3.1 **is not** USB Type-C™, USB Standard-A, Micro-USB, or any other USB cable or connector.
 - o USB 3.1 **is not** USB Power Delivery or USB Battery Charging.

There are separate Language and Packaging Usage Guidelines for the USB Type-C™ Cable and Connector Specification, found here:

http://www.usb.org/developers/usdtypec/USB_Type-C_Language_Product_and_Packaging_Guidelines_FINAL.pdf.

USB Compliance Messages

- Only products that have passed the requirements of the USB Compliance Program can utilize the USB-IF logo licensing program. Please reference the Trademark License Agreement (found here: http://www.usb.org/developers/logo_license/) for more information.
- USB-IF logos may be used solely in conjunction with product as set forth in the USB Logo Usage Guidelines.