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TITLE

SuperSpeed USB, the Next Generation of USB: Why Wait?

ABSTRACT

The amount of rich media we are creating, consuming and storing is growing exponentially and the number of files transferred between PCs and devices continues to increase. With this overwhelming amount of data to transfer and store, consumers have grown tired of waiting and are demanding an easy-to-use technology that will work with a broad range of devices. SuperSpeed USB is here today to meet these consumer needs.

Driven by the tech industry's top consumer electronics, mobile, personal computer, semiconductor and software companies, SuperSpeed USB (USB 3.0) from the USB Implementers Forum is the latest iteration in USB technology. SuperSpeed USB offers data rates up to 10 times faster than Hi-Speed USB (USB 2.0), backward compatibility with the billions of USB-enabled computers and devices currently in use, optimized power efficiency and increased power delivery.

SuperSpeed USB enables the fast sync-and-go capability consumers expect. For example, downloading a 25 GB HD movie from your home server to your notebook takes around 15 minutes using Hi-Speed USB. With SuperSpeed USB end to end, that same transaction will take only 60-70 seconds. A broad array of devices will take advantage of this latest iteration of USB, including data-storage devices like flash drives, hard drives and solid state drives, digital cameras and digital music and video players.

SuperSpeed USB has emerged in consumer products, with nearly 120 certified SuperSpeed USB products and many end-to-end solutions available, including systems from Asus, Fujitsu, HP and Lenovo and hard drives from companies like LaCie, Seagate and Western Digital. The growing number of products is advancing the ecosystem.

In this presentation, USB-IF President Jeff Ravencraft will provide a comprehensive industry update and an overview of how SuperSpeed USB technology is advantageous for a broad range of storage applications. Attendees will learn how SuperSpeed USB is revolutionizing data transfer and storage and will gain insight into the resources available to develop SuperSpeed USB solutions today.

BIOGRAPHY

Jeff Ravencraft is the President and Chairman of the USB Implementers Forum (USB-IF) industry trade association. He is also a technology strategist in Intel's Architecture Group (IAG). He is leading Intel's effort in USB and SuperSpeed USB. Jeff has been actively involved in wired and wireless technology and standards for more than 20 years, and during this time, he has been engaging diverse audiences as a dynamic speaker at industry events around the globe.