Contact: Ellisys Corporation   **Attn:**   Chuck Trefts, Director of Marketing
Vancouver, WA, USA   **Phone:**   360-896-7242
Email: chuck.trefts@ellisys.com

Ellisys to Present SuperSpeed USB 3.0 Host and Device Demos and Introduce New Compliance Test Suite at Intel Developers Forum

Hardware and Compliance Test Tools on Display as USB 3.0 Nears Market Availability

Geneva, Switzerland — September 14, 2009 — Ellisys, a worldwide leader in protocol test and analysis solutions, today announced that it will demonstrate USB 3.0 (SuperSpeed USB) host and device products from several leading manufacturers, as well as a new, industry-first comprehensive host and device compliance test suite at the Intel Developers Forum (IDF), to be held in San Francisco, CA, September 22-24. These demonstrations will include the Ellisys Explorer™ 280 SuperSpeed USB Protocol Analyzer/Generator, which will be used to characterize the bus traffic occurring between host and device products, as well as provide emulation of either the host or device components. The new Ellisys Examiner™ compliance test suite for SuperSpeed USB will be demonstrated using the Explorer 280 system as well. The Ellisys demonstrations, located in the USB Community (Booth #821), are an ideal opportunity for media and IDF attendees to take a close look at how SuperSpeed USB systems perform and interoperate. Technical staff from Ellisys and companies providing products for these demonstrations will be on hand to discuss technical aspects. Pre- and post-event media inquiries are welcomed. SuperSpeed USB, the latest version of the USB personal interconnect, will deliver a 10x performance increase as compared to USB 2.0.

"Our Explorer 280 test and analysis tools have been widely adopted among the technology leaders bringing SuperSpeed USB products to market, and it's great to see these products now poised to appear in the consumer marketplace," states Mario Pasquali, Ellisys co-founder and president of products. "These demonstrations represent the culmination of more than a year of planning and development on behalf of the Ellisys design team and the USB development community, and will provide IDF attendees with a good look at what will be soon appearing on store shelves."

"Ellisys and NEC Electronics have both been devoted in providing the most competitive USB 3.0 solutions and service to the market," said Masao Hirasawa, general manager of the SoC Systems Division at NEC Electronics Corporation. "We are pleased to have our world's first USB 3.0 xHCI host controller included in Ellisys' demonstrations with their advanced SuperSpeed USB Protocol Analyzer/Generator."

Gennum's Snowbush IP Group is using the Ellisys Explorer 280 to provide protocol test and analysis for testing and development of its SuperSpeed USB device controller IP. Configured as a traffic generator and protocol monitor, the Explorer 280 validates the operation of the IP and is used to debug the controller IP operation. "The Ellisys Explorer 280 system is an indispensable tool for our engineering team," states Kevin Walsh, Director of Marketing, Gennum Snowbush IP Group. "Quickly identifying performance bottlenecks and isolating issues using the Ellisys Explorer 280 SuperSpeed tools help us meet project timelines and allows our customers to get reliable, high-performance SuperSpeed USB IP into products early."

The Need for Speed begins with Designs that Meet Specification Requirements

SuperSpeed USB promises a fantastic leap in data transfer speed as compared with USB 2.0. While SuperSpeed USB will appear as an extremely faster version of USB 2.0 to consumers when it begins to appear on shelves in early 2010, under the hood it is a very different and much more complex communications technology than its predecessor. Ensuring that SuperSpeed USB software, host platforms, and devices meet specification requirements and correctly interoperate is a primary design goal and a major challenge to any SuperSpeed USB developer. With a rich set of protocol analysis features, a powerful, script-based traffic generator, and the new Examiner compliance test suite for SuperSpeed USB, the Ellisys Explorer 280 system is ideal for developers seeking to ensure adherence to the USB 3.0 specification, maximize performance, and accelerate time-to-market.

Explorer 280 and Examiner Availability, Product Photos, and Information

The Explorer 280 SuperSpeed USB Protocol Analyzer/Generator system is available with a two-week lead-time from Ellisys directly or through a worldwide distribution network. The Examiner compliance test suite for SuperSpeed USB (model EX280-EXAM) is now in use at select early adopter partner companies. For more information on the Examiner availability and pricing, please contact superspeed@ellisys.com.

A high-resolution photo can be downloaded from: www.ellisys.com/archive/images/usbex280.png

A screenshot of the Analyzer software is available at: www.ellisys.com/archive/images/usbex280a_soft.gif

A screenshot of the Examiner software is available at: www.ellisys.com/archive/images/usbex280e_soft.gif

Additional information can be found at: www.ellisys.com/products/usbex280/

About Ellisys

Ellisys is a Test and Measurement company committed to the design and timely introduction of advanced protocol analysis solutions for USB, SuperSpeed USB (USB 3.0), Wireless USB, Ultra-Wideband, and Bluetooth® wireless technology. Developers have been using Ellisys' products and solutions for more than nine years with great success. By providing technology developers with the right innovative tools at the right time, Ellisys enables these promising markets to grow in a secure and confident manner, helping to ensure rapid and wide acceptance of these technologies.

Ellisys ● chemin du Grand-Puits 38 ● CH-1217 Meyrin Geneva ● Switzerland ● www.ellisys.com

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