

## FOR IMMEDIATE RELEASE

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# Ellisys Announces SuperSpeed USB Partner Program

## Program designed to enable early developers

Geneva, Switzerland — September 4, 2008 — Ellisys, a leading supplier of protocol test and analysis solutions for the Universal Serial Bus (USB), Wireless USB, the WiMedia UWB platform, and *Bluetooth*<sup>®</sup>, has instituted a collaborative partner program for early developers working on SuperSpeed USB products. This program is intended to assist and enable these developers in the early phases of design and debug for products built to the USB 3.0 specification by providing engineers with direct access to the Ellisys EX280 design and product marketing teams. The EX280 is a new protocol analyzer/generator system for SuperSpeed USB and all legacy USB speeds. Companies participating in this program will be provided a direct portal for communications with these teams, early access to EX280 analyzer/generator Beta software releases that will track changes in the USB 3.0 specification as it evolves, and other supportive technical assistance. Ellisys will provide this service at no cost to select companies on the forefront of this new technology.

"Ellisys is committed to contributing to the successful roll-out of SuperSpeed USB to the consumer marketplace, and this program will assist developers to that end," states Laurent Guinnard, Ellisys co-founder and president for technology. "We have instituted such programs in the past for other technologies, including one involving our industry-leading WiMedia Explorer protocol analyzer/generator system, and we look forward to engaging and enabling the SuperSpeed USB developer community via this program."

### Program benefits

There are three levels to the program, characterized as bronze, silver, and gold, assigned depending on the preferences of the Partner Company or individual, and collaboration with Ellisys. Each level provides for preferential pricing on the EX280 protocol analyzer/generator system. Other benefits include premium early adopter technical support, collaborative access to Ellisys design and product management teams, early access to EX280 hardware and software Beta updates, product feature input, discounts on Mindshare's technical training classes for USB and SuperSpeed USB, Ellisys marketing activities, and a private members area on the Ellisys website. To date, several major developer companies have joined the program.

"Fresco Logic realizes the importance of developing a working ecosystem, since we provide SuperSpeed USB host and device IP, IC systems, and design services to early adopters of SuperSpeed USB", said Jing-fan Zhang, president of Fresco Logic, Inc. "The Ellisys SuperSpeed USB partner program gives us the opportunity to work closely with a reputable partner, to achieve interoperability between design and test equipment so that our customers can deploy SuperSpeed USB in their products successfully."

## Requesting participation in the SuperSpeed USB partner program

Companies and individuals desiring program access or more information may visit the Ellisys website at <a href="http://www.ellisys.com/technology/early\_adopters/usb30.php">http://www.ellisys.com/technology/early\_adopters/usb30.php</a>. On submission of a request to join and subsequent



approval, Ellisys will provide a user name and password for access to the members' area. Participant confidentiality will be respected.

"This announcement demonstrates the continued commitment by Ellisys to the USB developer community," said Jeff Ravencraft, USB-IF president. "The USB-IF is pleased by the support this program will offer developers as they begin their work defining SuperSpeed USB products."

### Availability of Ellisys SuperSpeed USB protocol analysis products

Ellisys announced the industry's first SuperSpeed USB analyzer/generator on August 7, 2008, followed by prototype demonstrations at Intel Developer Forum (IDF) in late August. In June 2008, Ellisys was the first company to deliver a SuperSpeed USB protocol analysis product, by providing the Ellisys SuperSpeed USB protocol analysis software application with the InstantTiming™ view, and a translation editor to our early partner program participants. This application is available to all partner program members, and allows for SuperSpeed USB traffic logs derived from an emulation environment to be viewed in the intuitive Ellisys graphical format. Initial deliveries of EX280 hardware are planned for September 2008.

#### **Products Photos**

A high-resolution photo can be downloaded from: www.ellisys.com/archive/usbex280.png
A screen shot of the software is available at: www.ellisys.com/archive/usbex280a\_soft.gif
More 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, Wireless USB, WiMedia Ultra-Wideband, and Bluetooth technology. Developers have been using Ellisys' products and solutions for more than six 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.

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