

## FOR IMMEDIATE RELEASE

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# Ellisys Announces Next-Generation Protocol Analyzer / Generator to Support New SuperSpeed USB 10Gbps (USB 3.1) Specification

#### Ellisys USB Explorer 350 to Support SuperSpeed USB 10Gbps and Legacy USB Speeds

Geneva, Switzerland — September 9, 2013 — Ellisys, a worldwide leader in protocol test and analysis solutions, today announced the introduction of the USB Explorer™ 350 Protocol Analyzer / Generator system, intended for technology developers working on products based on the recently released USB 3.1 specification. Ellisys staff will introduce this innovative test system at the Intel Developer Forum (IDF), to be held at the Moscone Convention Center in San Francisco, CA, September 10-12, 2013. The Ellisys USB Explorer 350 will play a vital role in developer labs by providing passive bus and protocol characterization of USB 3.1 silicon, software, and systems and by enabling active corner case and stress test capabilities via precise, scriptable emulation of host and device traffic.

"Ellisys has long been a leader and an innovator in the USB developer ecosystem, having introduced many unique and powerful features across the full spectrum of our USB compliance, test, and analysis tools, keeping pace with evolutionary specifications and in some cases, even leading the release of specifications," stated Mario Pasquali, Ellisys president and CEO. "With USB 3.1, we continue this leading-edge approach by being the first to introduce protocol analysis and traffic generation support, enabling early adopter developers, and on a new platform that will raise some eyebrows in the industry."

"DisplayLink introduced one of the first complex USB3 composite devices to the market, integrating graphics, audio and gigabit Ethernet in a single device, and having the right tools for analysis and compliance was key to hit our time-to-market goals," said Jonathan Jeacocke, VP Engineering at DisplayLink. "Ellisys' introduction of the new USB Explorer 350 protocol analyzer / generator for the next generation of USB 3.1 has come at an ideal time, and will enable our engineering development teams, along with others from across the industry to confidently work on new products that can take full advantage of the new performance."

"SuperSpeed USB 10 Gbps delivers up to twice the data through-put performance of existing SuperSpeed USB, greatly improving performance and user experience," said Jeff Ravencraft, USB-IF President and COO. "This new speed increase will meet the demands of consumers for faster transfer rates across personal computing platforms and consumer electronics."

#### Availability and Information

Further technical details will be publically disclosed in 4-6 weeks at www.ellisys.com, along with software application downloads and datasheets, however interested early adopters may contact Ellisys at sales@ellisys.com for more information on product shipments, in-lab demonstrations, and technical capabilities.



### About USB 3.1

The USB 3.1 Specification adds a SuperSpeed USB 10Gbps speed mode that uses a more efficient data encoding and will deliver more than twice the effective data throughput performance of existing SuperSpeed USB over enhanced, fully backward compatible USB connectors and cables. The specification extends the existing SuperSpeed mechanical, electrical, protocol and hub definition while maintaining compatibility with existing USB 3.0 software stacks and device class protocols as well as with existing 5Gbps hubs and devices and USB 2.0 products. For more information on USB 3.1, visit www.usb.org.

## About Ellisys

Ellisys is a Test and Measurement company committed to the design and timely introduction of advanced protocol analysis solutions for USB and Bluetooth technologies. More information is available on www.ellisys.com.

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