



## **NEWS ANNOUNCEMENT**

**FOR IMMEDIATE RELEASE**

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### **Ellisys and Symwave Deliver 446 MB/sec SuperSpeed USB 3.0 Demo at Storage Visions 2010 Conference**

#### ***Demonstration to Highlight End Product and Test Equipment Capabilities***

**GENEVA, Switzerland and LAGUNA NIGUEL, Calif., — January 5, 2010** — Ellisys, a leading supplier of protocol test and analysis solutions for the Universal Serial Bus (USB) and other wired and wireless communications protocols, in conjunction with Symwave, a leading silicon supplier of system solutions for SuperSpeed USB 3.0 applications, today announced a demonstration to be held January 5-6 at the Storage Visions 2010 Conference in Las Vegas, NV. The demonstration will unleash the potential performance of USB 3.0 and show data transfer speeds never seen before - over 440 MB/sec. The demonstration will feature the Ellisys Explorer™ 280 SuperSpeed USB protocol analyzer and host emulation generator and Symwave's SW6318 dual SATA storage controller. Technical staff from both companies will be on hand to discuss the demo as well as storage applications for SuperSpeed USB.

"USB has always been the dominant interconnect technology in the external storage market, but with the advent of SuperSpeed USB 3.0, we now enter the multi-gigabit world. The performance of SuperSpeed creates new product opportunities for USB developers and storage vendors in general, with applications that have traditionally been the domain of other communication technologies," stated Mario Pasquali, Ellisys co-founder and President. "Storage Visions 2010 provides a great platform to demonstrate the nuts and bolts of SuperSpeed USB as well as our protocol analyzer and generator tools to a very focused audience of storage professionals."

#### **New Storage Interface of Choice**

SuperSpeed USB 3.0 supports a 5 gigabit per second signaling rate, providing ten times the signaling speed of USB 2.0 as well as backward-compatibility with legacy USB devices. It also includes higher bus power for devices (up to 950 mA), new power management modes, and more efficient packet routing. With these technical specifications, USB 3.0 is the new storage

interface of choice, allowing seamless external as well as internal connections by using only one convenient and unique cable carrying both data and power.

“Being first to market with several SuperSpeed USB 3.0 devices and working in conjunction with Ellisys, the first company to deliver a USB 3.0 protocol analyzer/generator, Symwave is at the forefront of the USB 3.0 storage solutions market. Ellisys was a key enabler to ensure our products comply with the highest standards as set forth by the USB Implementers Forum (USB-IF),” said Chris Thomas CTO of Symwave.

Ellisys SuperSpeed USB protocol analysis tools employ a highly configurable and intuitive multi-pane and spreadsheet approach desired by most developers, and often imitated by competitors. Ellisys SuperSpeed USB traffic generation tools, designed to emulate hosts and devices for purposes of design validation, performance, and corner case testing, are widely regarded as the most flexible and powerful available on the market.

### **About Symwave, Inc.**

Symwave is a global fabless semiconductor company developing connectivity SoCs (Systems-on-Chip) and software solutions that enable PCs and other consumer electronic devices to realize the benefits of SuperSpeed USB 3.0. The USB 3.0 standard improves device power management, transfers data tenfold faster and maintains backwards compatibility with the billions of USB ports shipped to date. Symwave’s high-performance analog/mixed-signal products leverage the company’s proprietary technology, IP and silicon design capabilities to bring the benefits of uncompromised speed in low-cost standard CMOS processes. The company is privately held with headquarters in Orange County, Calif., and design centers in Shenzhen, China, and San Diego, Calif. Symwave is backed by top-tier venture capital firms including Kodiak Venture Partners and CMEA Ventures and an investment by SMSC (NASDAQ: SMSC). Additional information is available at [www.symwave.com](http://www.symwave.com).

### **About Ellisys**

Ellisys is a worldwide test and measurement company committed to the design and timely introduction of advanced protocol analysis solutions for SuperSpeed USB, USB, Wireless USB, WiMedia Ultra-Wideband, and Bluetooth® technology. Since 2000, Ellisys has placed more than 4000 protocol test and analysis products with satisfied customers in more than 40 countries. 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. Additional information is available at [www.ellisys.com](http://www.ellisys.com).

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