



## **For Immediate Release**

### Editor's Contact:

Adam Chen  
LucidPort Technology  
(650) 968-6800  
[adam@LucidPort.com](mailto:adam@LucidPort.com)

## **LucidPort Delivers the World's First USB 3.0 Storage Device Supporting UAS Protocol**

**San Francisco, CA – September 21, 2009** – LucidPort Technology presents the world's first public demonstration of USB Attached SCSI (UAS) protocol running over USB 3.0 at the Intel Developer Forum. The UAS specifications were developed by the USB-IF to enhance the efficiency of USB storage devices. This results in better and more consistent performance combined with lower CPU utilization for both Hi-Speed and SuperSpeed USB devices.

Supporting both the UAS and BOT (legacy USB mass storage driver) protocols, LucidPort's USB300 bridge chip establishes a SuperSpeed link between a PC and a high performance disk drive. By keeping all other factors constant, this demonstration highlights the range of improvements to USB drive performance. With UAS, the USB300 can exceed 250Mbytes/sec transfer rates.

The USB300 is the world's first commercially available USB 3.0 storage device. To assure interoperability with USB host controllers, it makes use of NEC Electronics' USB 3.0 SOC Design Solution. "SuperSpeed allows USB to meet the transfer demands of modern mass storage devices," said Yoshiyuki Yamada, Senior Engineering Manager, Custom SOC Solutions Strategic Business Unit, at NEC Electronics America, Inc. "The USB300 provides that high bandwidth solution today."

USB300 samples and development boards are available now.

### **About LucidPort Technology, Inc.**

LucidPort Technology, Inc. is a fabless semiconductor company developing SuperSpeed USB and Wireless USB controllers. LucidPort's controllers add functionality to PC peripheral and consumer electronic devices like printers, scanners, digital cameras, portable media players, and external hard drives. LucidPort's technologies apply advanced hardware with integrated software to create flexible, high performance, and easy to use USB products. LucidPort is headquartered at 335 Pioneer Way, Mountain View, CA 94041, 650-968-6800, [www.lucidport.com](http://www.lucidport.com)

All trademarks are the property of their respective owners.



###