![Ellisys - Better Analysis.]

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

Ellisys USB 3.0 Protocol Test and Analysis Systems in Action at Developer Conference

Company's SuperSpeed USB Explorer on Display with Industry Leaders at Taiwan Conference

Geneva, Switzerland — March 31, 2010 — Ellisys, a worldwide leader in protocol test and analysis solutions, today announced that its SuperSpeed USB Explorer™ 280 protocol analyzer and generator system will be showcased in various exhibit booths and other venues at the SuperSpeed USB Developers Conference in Taipei, Taiwan, April 1-2, 2010. The Explorer 280, the world's first protocol analyzer/generator system for USB 3.0, is widely adopted across all USB 3.0 developer segments for validation, design debug, and performance characterization purposes. The Explorer 280 system includes highly intuitive protocol analysis features, the industry's most powerful and flexible traffic generator for precisely emulating host and device designs, and the comprehensive Examiner™ verification suite. For details, DevCon attendees are encouraged to visit exhibits hosted by Jungo and Tektronix, as well as a suite hosted by Symwave, located in the Shangri-La Far Eastern Plaza Hotel, site of the event.

"The Explorer SuperSpeed 280 system was used to bring the very first SuperSpeed USB products to market, and its versatility has positioned it to be used across various design and test segments within the SuperSpeed Community," stated Mario Pasquali, Ellisys, president for product development. "The Explorer's hardware flexibility and deep feature set make it ideal for usage scenarios ranging from receiver test environments to IP stack development, chip design, compliance testing, and support for emerging applications, such as USB Attached SCSI (UAS). We encourage DevCon attendees to speak with these exhibitors about their applications and the value realized by using the Ellisys Explorer 280 system."

Ellisys Leads by Example with Innovations and Industry Firsts

Ellisys has introduced many industry firsts beyond bringing the first SuperSpeed USB protocol analyzer/generator system to market. These include customer-pleasing innovations such as the Instant Timing view, the first verification test suite (Examiner), the first public demonstration of a USB 3.0–to-SATA bridge, the world's fastest demonstration of USB 3.0 data throughput at 440MB/s, and the world's first delivery of analyzer and generator support for UASP.

"We have found the Ellisys EX280 invaluable in developing our USB 3.0 solution, and more useful than any other USB 3.0 protocol analysis equipment we have evaluated," states Dan Ellis, principal engineer, DisplayLink. "The innovative display options have immediately highlighted protocol concerns which would otherwise have been hard to understand. "

The Ellisys Approach in USB Test and Analysis

Ellisys prides itself on innovations and technology leadership within the test & measurement industry, adopting a philosophy to avoid the pitfalls and redundancy of "me-too" design approaches, opting for an independent approach to tools development, always in close engineer-to-engineer collaboration with our developer-customers. Since 2000, Ellisys has placed more than 4000 USB protocol test and analysis products with satisfied customers in more than 40

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

Explorer and Examiner Availability, Product Photos, and Information

The Explorer 280 SuperSpeed USB Protocol Analyzer/Generator system (model EX280) and the Examiner compliance test suite (model EX280-EXAM) are available from Ellisys directly or through a worldwide distribution network.

For more information, including software, 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 ten 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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