For Immediate Release

Mouser Launches SuperSpeed USB 3.0 Product Knowledge Training Site
Everything you wanted to know about USB 3.0, but didn't know who to ask

August 29, 2011 – Mouser Electronics, Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced the release of a new Product Knowledge Center (PKC) technology training site devoted to the communication bus technology USB 3.0 SuperSpeed, its practical applications, and featured products.

Consumer interest is rapidly gaining momentum, as an estimated 80 million USB 3.0 devices are set to ship in 2011. The smartphone industry alone is expecting sales of over 160 million units in 2013, many of which will use USB 3.0 technology. The familiarity of the plug-and-play USB interface, continuation of backwards compatibility, and the nearly 5Gb/s speed widens the market of buyers for USB with the introduction of fast and consumer-friendly transfer of streaming data.

This comprehensive new PKC technology training site, located at http://www.mouser.com/usb30/, starts with an analysis of the new SuperSpeed USB features, moves into the various component families (from host controllers and hubs, to plugs, ESD protection, and more), and then transitions to newly-available USB components for design-in of the interface with the widest installed base in the market. In addition, commentary from industry leaders Texas Instruments, Cypress, and Littelfuse brings fresh perspectives into this new chapter of USB development.

Featured USB components include Littelfuse TVS Diode Arrays, Murata Common Mode Chokes, and Amphenol Plugs & Receptacles. Texas Instruments offers an impressive selection of semiconductors for USBs:

- TI TUSB8040 USB SuperSpeed 4-port Hub is a USB 3.0 compliant hub with support for 4 Super/High/Full/ Low speed connections downstream. Reference design available.
- TI TUSB1310A USB SuperSpeed Transceiver is a single-port, physical layer transceiver operating off of a single reference clock to the USB controller.
- TI TUSB9261 USB SuperSpeed 3.0 to Serial ATA Bridge is USB 3.0 certified. Hardware, firmware, and a reference design are available to implement a USB attached SCSI protocol storage device suitable for bridging to a USB 3.0 bus.
- TI TUSB7320 / 7340 USB 3.0 xHCI Host Controllers interface to a host system via a PCIe x1 Gen2 interface providing 2 or 4 connections on the downstream ports and are USB 3.0 certified.

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About Mouser Electronics
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