Universal Serial Bus

New products. New customers.
And new methods of marketing.

Explore
a whole new
world of
opportunities
with USB

intel ®

Market-building with USB: overcoming the barriers

Adding new peripherals to their desktop PC is a frightening experience for many users. The very thought of configuring add-in cards with dip switches, jumper cables, software drivers, DMA addresses and IRQ settings is a big deterrent to system expansion. It's no wonder that most PC expansion slots are never filled.
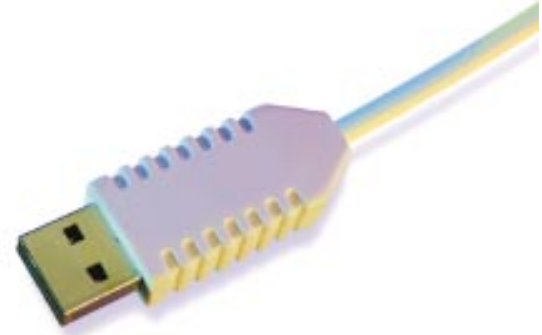
For users: The easy way to plug & play.

The Universal Serial Bus (USB) is the new industrywide connectivity standard that allows even the most non-technical users to add new peripheral functionality to their PCs "outside the box." USB takes the risk out of adding PC functionality, even allowing PC users to add and remove peripherals without powering-down their computers.

New products. New customers. New methods of marketing.

The USB standard is supported by more than 250 leading suppliers of computers, peripheral devices, software and semiconductor products.

USB is more than new technology. It is the fast time-to-market solution for new products designed to meet the needs of a rapidly growing customer base. And while USB expands PC functionality, it is also expanding new marketing and sales opportunities for product developers, suppliers and resellers.
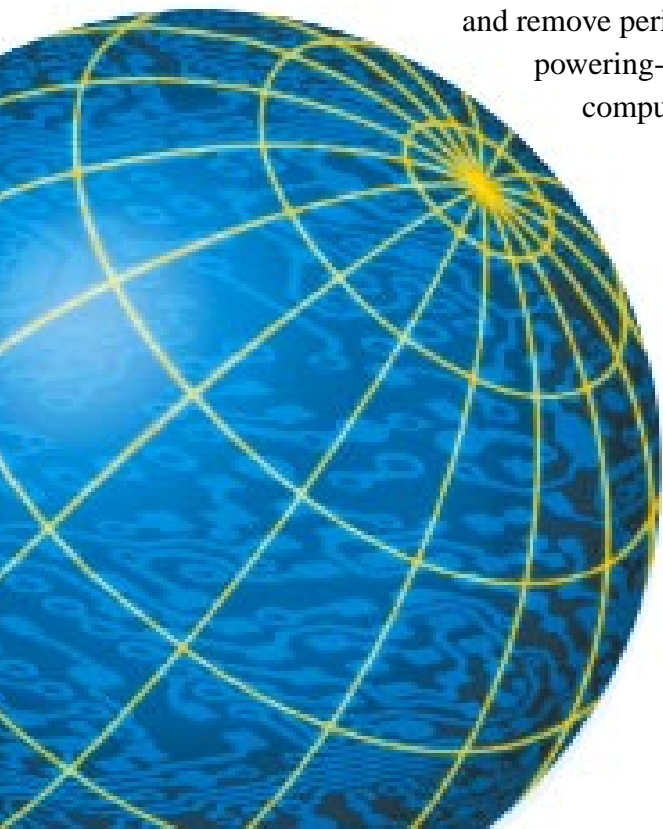
New products for business and home

Exciting new applications are emerging in both the office and home PC markets. By making peripherals easier to install and at the same time more reliable, the Universal Serial Bus opens the door to widespread buyer acceptance for a virtually limitless range of new products.

• Digital imaging, desktop publishing and the emerging "paperless office" involves the increasing use of digital cameras, personal scanners and specialty printers.

• PC and network security requires a new generation of ID card readers and encryption devices.

Bringing PC functionality home.

USB is helping the home PC become an integrated information and communications appliance. Multi-user games, virtual reality devices, digital cameras, high fidelity digital audio, Internet connectivity, and home-office peripherals are just some of the fast-growing sectors of the home PC market.

USB means business.

• CTI, or Computer Telephony Integration, is one of today's fastest growing business market trends. USB plays a key role, helping integrate devices to support voice mail, call management, annotated e-mail, caller ID, Internet and Web connectivity, POTS video conferencing, ISDN, and PBX functionality and more.

New customers for peripherals, software and PCs

*The traditional difficulty of adding new peripherals via add-in cards explains why most personal computer expansion slots remain unfilled. Home users and corporate IT managers alike are deterred by complex and costly configuration issues, as well as the risk installing incompatible peripherals and software.*

At the same time, developers of peripheral products have been required to develop relatively costly add-in cards and to deal with time-consuming and costly validation issues.

By eliminating the need for add-in cards, USB helps bring new customers into the market for peripheral devices, PCs and software.

- USB makes adding new peripherals a fast and non-technical process. Ease of use and reliability add-up to growing consumer acceptance for both peripherals and PCs.

- The elimination of most add-in cards will further stimulate customer demand by allowing product developers to offer their products at new and competitive price points.

With USB, easy to expand Pentium® and Pentium Pro processor-based PCs will attract a new and larger group of non-technical users. At the same time, USB will help satisfy the pent-up demand for new peripherals among existing PC users.
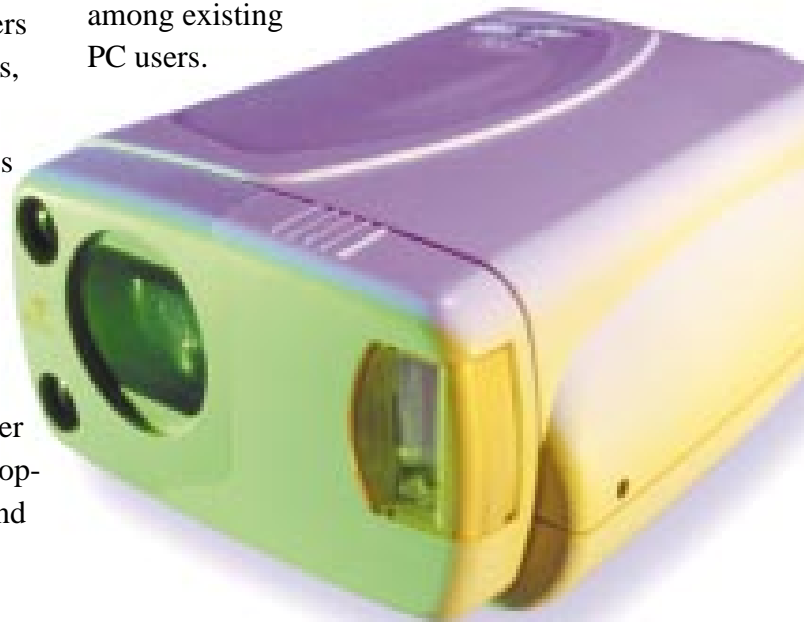
New methods of marketing for meeting customer demand

Computer telephony integration (CTI), multimedia and digital imaging are three of today's hottest PC market trends. USB helps hardware developers, as well as PC and software suppliers, develop innovative marketing strategies to reach new customers.

USB helps break down the compatibility barriers to cost-effective bundling of related products. Peripherals and software, along with PC platforms, can now be effectively bundled to meet the needs of niche market segments. Platform packaging allows resellers and suppliers to add value to existing products. Finally, the inherent compatibility of USB makes it easy to create turn-key systems for special customers or offer users "mix and match" sales incentives.

For product developers, the most decisive advantage of USB is its ability to compress the design cycle. USB frees developers of the need to design add-in cards or conduct time-consuming product validation tests.

Reducing time-to-market is a critical issue for PC product developers. From the latest generation of PCIsets

to single-chip USB controllers, Intel offers an end-to-end USB silicon solution that makes implementing USB fast, simple and extremely cost-effective.

For valuable insights into how Intel USB products and development support can help create new products, reach new customers and reach them with new methods of marketing, visit the Intel Interactive USB Web Tour today:

www.intel.com/design/usb/tour

Intel delivers a complete USB silicon solution— from PCIsets to USB controllers.

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