# UNDERSTANDING USB-C

THE EMERGING INDUSTRY-STANDARD CONNECTOR FOR TRANSMITTING AUDIO/VIDEO. DATA AND POWER

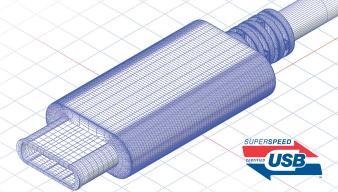




## USB 3.1 AND USB 3.2 SPECIFICATIONS

USB 3.1 is the latest USB specification. It makes a number of improvements over the previous versions upping the data transfer rates to 10Gbp/s while keeping backwards compatibility with USB 2.0 devices.

USB 3.2 will be the next step up from USB 3.1 with transfer rates getting bumped up to 20Gbp/s and you won't have to upgrade your USB-C cables if your devices use the USB 3.2 specification.



### **USB 3.1**



#### **New USB Type-C Connector**

- Smaller size
- Symmetrical design
- Reversible plugging
- Increased durability



#### Increased Data Transfer Rates

- Data transfer rates up to 10Gb/s
- 2X the rate of USB 3.0
- 20X the rate of USB 2.0



#### **Enhanced Power Delivery**

- 20 volts, 5 amps, and 100 watts for power and charging
- 20x USB 3.0 power
- 40X USB 2.0 power



#### Audio/Video Support

- DisplayPort video output easily adapted to HDMI, VGA or DVI
- Four channel audio (speaker and microphone)





#### New USB Type-C Connector

- Smaller size
- Symmetrical design
- Reversible plugging
- Increased durability



#### **Increased Data Transfer Rates**

- Data transfer rates up to 20Gb/s
- 4X the rate of USB 3.0
- 40X the rate of USB 2.0



#### **Enhanced Power Delivery**

- 20 volts, 5 amps, and 100 watts for power and charging
- 20x USB 3.0 power
- 40X USB 2.0 power



#### Audio/Video Support

- DisplayPort video output easily adapted to HDMI, VGA or DVI
- Four channel audio (speaker and microphone)

## THUNDERBOLT™ 3 SPECIFICATION

Developed in 2015, Thunderbolt 3 switched to USB Type-C ports and connectors and made the specification cross-compatible with USB 3.1. However, you must have a Thunderbolt 3 specific cable and the port on your device must have a Thunderbolt 3 chip in order to take advantage of its lightning fast data transfer speeds of up to 40Gbps—4x the speed of USB 3.1.



- Smaller size
- Symmetrical design
- Reversible plugging
- Increased durability

#### **Increased Data Transfer Rates**

- Data transfer rates up to 40Gb/s
- 8X the rate of USB 3.0
- 80X the rate of USB 2.0
- 4X video bandwidth than HDMI

#### One port delivers it all

- Data transfer
- Dual 4K video support
- High bit depth audio
- Power delivery up to 100W

#### Transferring faster is always better

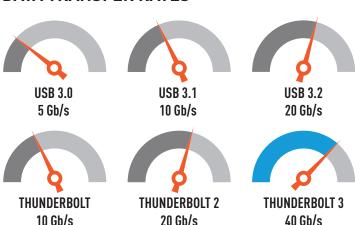
- High resolution photos for editing or storage
- 3D models for video game authoring
- HD video for editing

Capable of backing up a year's worth of continuous MP3s in five minutes!





### **DATA TRANSFER RATES**

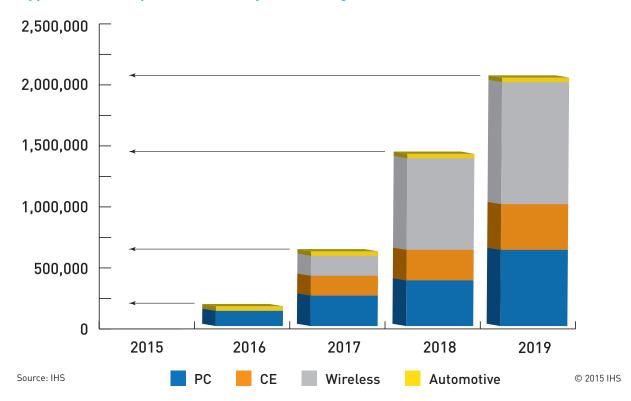


## USB 3.1 AND USB-C MARKET FORECAST

Over 2 billion USB Type-C based units expected to ship in 2019

- 40% of new USB TAM
- 61% CAGR thru 2019

## **USB Type-C Device Shipment Forecast by Product Segment 2015-2019 (Thousands of Units)**



Almost **half of the smartphones** and **93% of laptops** will include USB Type-C connectivity by 2020, according to a recent study from ABI Research

## USB-C PRODUCT OFFERING: CABLES



### A TO C

Connect a new USB-C enabled device, like a tablet or smartphone, to the USB-A port of a laptop or desktop

### C TO 3.0 B

Connect an existing USB 3.0 device, like a storage array, to the USB-C port of a laptop or tablet

### C TO MINI-B

Connect an existing device, like a camera, or video recorder, to the USB-C port of a laptop or tablet

## C TO 3.0 MICRO-B

Connect an existing device, like a tablet or smartphone, to the USB-C port of a laptop or tablet

## C TO B

Connect an existing device, like a printer, scanner, or external hard drive, to the USB-C port of a laptop or tablet

## C TO C

Connect two USB-C enabled devices, like a laptop, tablet, or smartphone

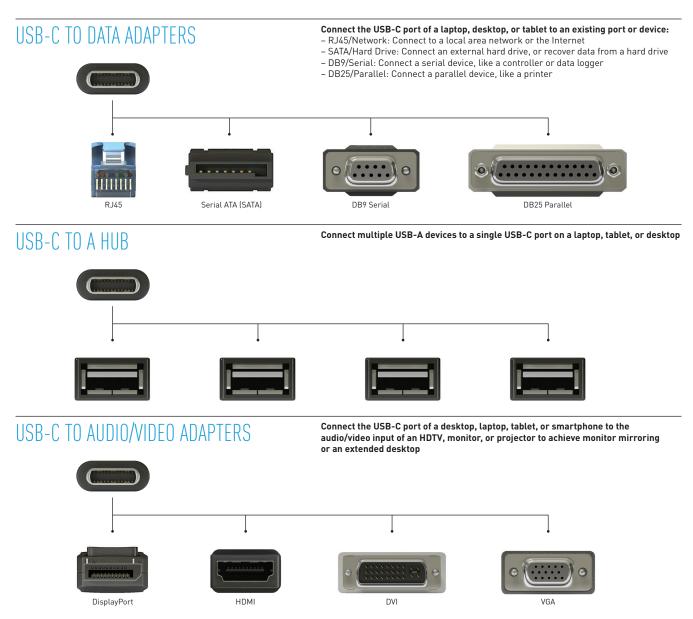
## THUNDERBOLT 3 / C TO C

Connect two Thunderbolt 3 enabled devices, like a laptop, to a hard drive, docking station, monitor, power source or adapter

## C TO MICRO-B

Connect an existing device, like a tablet, camera, or smartphone, to the USB-C port of a laptop or tablet

## USB-C PRODUCT OFFERING: ADAPTERS & DEVICES



## USB-C ATTACH OPPORTUNITIES

### USB-C products are most commonly attached to computing devices like:



## DESKTOP COMPUTERS

#### How it's used:

- Charging
- Connected devices (tablet or cell phone)
- Connecting devices (printers, keyboards, mice, etc.)
- Audio/video connections



## LAPTOP COMPUTERS

#### How it's used:

- Charging
- Laptop or connected devices (tablet or cell phone)
- Connecting devices (printers, keyboards, mice, etc.)
- Audio/video connection



### TABLETS

#### How it's used:

- Charging
- Tablet or connected devices (cell phone)
- Connecting devices (printers, keyboards, mice, etc.)
- Audio/video connection



## **SMARTPHONES**

#### How it's used:

- Charging
- Syncing data
- Audio/video connection

## USB-C TO AUDIO/VIDEO ADAPTERS

## MONITOR MIRRORING



## EXTENDED DESKTOP



## USB-C RELATED PRODUCTS

## CABLES FOR ADAPTERS

### Audio/Video Cables

- HDMI
- DisplayPort





#### **Ethernet Patch Cables**

- Cat5e
- Cat6
- Cat6a



## CABLES FOR THE HUB

#### **USB 2.0**

- A to B
- A to Mini-B



#### **USB 3.0**

- A to A
- A to B





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