



## eConnect

### The Future of USB is Here

The Universal Serial Bus protocol, more commonly known as USB, was introduced to the computer world in 1995. Since then it has seen several iterations, substantially improving leaps and bounds between versions, leading it to be the industry standard in connectivity today.

Doubling USB 3.0's bandwidth to a whopping 10Gbps, it's no wonder USB-C cables are quickly catching on and being utilized in many of today's mobile technologies including laptops, Smart Phones and external drives. CircaMax has realized this potential and now carries USB Type C cables in numerous configurations.

This new USB connection is a far cry from the cable of yesteryear. You'll be familiar with USB cables transferring data from your mobile device or external drive, but USB-C is immensely different from what we've been using up to this point. USB-C looks to replace all the standard USB ports we use today: USB-micro, USB-mini and even that clumsy rectangular USB-A port found on your computer. It's taking the tech world by storm and may soon enough be the universal standard.



Reversible plug orientation and cable direction. It will no longer matter which side of the connector you plug in

Why the change? Simply put, its capabilities far exceed its old counterpart. Following the release of USB 1.0, subsequent versions of USB cables have always focused on an increase in bandwidth, but consistently utilizing the standard Type-A connector on the host end. Because of this uniformity in connectors compatibility was increased, even if the device and host use different USB versions. While the upgrades between those previous iterations focused on an increase in speed and feature improvements, USB-C is physically a new connection much like miniUSB and microUSB, but unlike those plugs, USB-C looks to eventually replace both ends of the cable. Along with this change in connectors come several significant advancements.

Its powering capability alone is significantly higher than anything we've seen before. Laptops have started to adopt the new connection type, not only with standard data transfer but even with powering and charging the device itself.



USB-C Plug (left) looks to replace the standard USB-A plug (right).

Today's commonly used USB 3.0 has a max power output of 5V and 1.8A. USB Type-C cables can supply a maximum power output of 20V(100W) and 5A, a significant leap in output! In some tests, the USB-C cable in conjunction with USB power delivery charged the laptop much faster than the standard charger. With that kind of specification, USB 3.0 can't even come close to competing. Most laptops require around 60W of power, indicating that future laptops can be charged in the same way as your current phone or tablet.

USB-C realizes many multimedia advantages as well. With built in support for DisplayPort video and 4 channels of audio, the high bandwidth support of USB-C enables fast throughput for smooth video and audio output. There have also been talks about future smart phones ditching the headphone jack and substituting a USB-C plug in its place. The headphone jack is 50 year old analog technology and is one of the main issues holding back mobile technology companies from creating thinner and smaller devices. Replacing the headphone jack with a USB-C connection opens up many possibilities for a smart phone or tablet such as the ability to multitask from that connection. Compare this to the headphone jack's lone capability of providing audio.

USB-C is quickly being adopted as the new USB standard as more and more devices and computers are utilizing USB-C in their devices. Visit us today at [www.circamax.com](http://www.circamax.com) to order your USB-C cables now.

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