

Contributor vs. Adopter Membership Benefits

Contributor-level members can leverage a much more extensive and valuable array of HyperTransport Consortium (HTC) benefits compared to Adopter-level members. For an easy grasp of the difference, basic technical and business benefits extended to both Contributor and Adopter members are listed in blue-black, while the extended benefits offered exclusively to Contributor members are listed in red.

Technical Benefits

Royalty-free license to HyperTransport technology and patent pool

Royalty-free HyperTransport (HT) technology license gives HTC members the rights to market and/or publicly promote products that incorporate a proprietary implementation of HT technology. The license also includes a royalty-free access and use of patents in HTC's patent pool (click [here](#) for more information on HTC's patent pooling).

Royalty-free means that the Contributor-level, yearly HTC membership fee covers the full technical and commercial rights to HT technology. No per-product royalty of any kind is ever imposed on HTC members.

Inclusion in HT information broadcast directory

HTC broadcasts periodic news flashes and updates on HT technology progress and HTC activities. Inclusion in HTC's member broadcast email reflector keeps member companies abreast of HT's latest developments for a timely, commercial leveraging.

Access to member-only technical database on HTC's web portal

HTC's member-only, online technology database gives Contributor members access to a complete library of HT design and test support documentation, as well as to support/validation software platforms (click [here](#) for detailed list of available material). Maintaining full access to such technical information and software library is the best way to ensure that your company's ongoing and/or future HyperTransport-based designs fully comply with HT's specifications and technology interoperability guidelines.

Access to extended Technical Working Group (TWG) technical database on HTC's web portal

Access to an expanded library of advanced HT design and test support documentation and support/validation software platforms (click [here](#) for detailed list of available material).

Inclusion in TWG and Technical Task Force email reflectors

Technical Task Forces (TTF) are TWG sub-committees focused on specific projects. An example of TTF is the coherent HTX BIOS Task Force (cHTX BIOS) that focuses on developing BIOS specifications for a standardized, common-denominator BIOS platform for the support of coherent HT and HTX subsystem functionality.

TWG and TTFs email reflectors are used as communication vehicle for all discussions and exchanges about HyperTransport technology/specifications between high-level Consortium members.

Elective participation to TWG and TTF meetings

Non-mandatory participation to TWG and TTF conference calls, typically held bi-weekly.

Voting power on all TWG and TTF Matters and Decisions

HTC's TWG is the ultimate decision-making entity on HyperTransport technology matters for the HyperTransport Consortium. TWG and TTF members can directly influence discussions and all decision-making process on ongoing HT technology developments. Best assurance that HT directions are as much as possible aligned with the member's own product strategy.

Advanced visibility on HT development and progress

Complete visibility on ongoing technical developments, proposals and high-level member discussions on HyperTransport technology.

Contributor members receive a steady flow of valuable technical information, such as TWG and TTF meeting agendas and minutes, technical proposals, drafts of interim specification revisions, etc. As an example of competitive benefit, Contributor and Promoter members received early draft proposals of the HyperTransport 3.0 specifications as early as June 2005. Adopter members - just like the rest of the non-member public – could access HyperTransport 3.0 information for the first time on April 24, 2006, the day of HT 3.0's official launch - i.e. nearly one full year later.

Right to submit technology proposals for standardization

TWG members can submit member-born, HT-related specification and/or enhancement proposals for possible standardization by the TWG and HTC. A powerful way to channel and promote member-born technology innovation towards the industry by leveraging HTC's reach and pivotal role.

Technical training on HT technology

TWG members can benefit from basic HT training by HTC.

Contributor membership is a way for an HT-invested company to be always abreast of and involved with activities and developments on HyperTransport technology. This is a powerful business edge that prevents HT-invested companies to be left in a no-visibility limbo on HyperTransport's progress - as it is the case for Adopter members until HyperTransport technical enhancements and/or results of task force projects are officially standardized and released by the TWG and the Consortium.

Ultimately, Contributor-level members are always ahead of the game on HyperTransport's technical aspects.

Business and Marketing Benefits

HTC membership delivers unique business and marketing privileges described below that are especially valuable to companies with limited marketing and business promotion budgets/resources and, particularly, to start-up organizations.

1) License to HTC trademarks






Members can leverage the endorsement power of HyperTransport Consortium's trademarks – e.g. HyperTransport, HTX, PRI, DirectPacket, etc. in their technical and marketing material, whether in paper form or electronic form.

2) HTC's Web Portal

Unlike individual company web sites and as the center hub of the HyperTransport ecosystem, HTC's web portal is the industry's premiere "shopping mall" for finding, learning about and choosing HyperTransport-based products, technologies and services, as well as keeping abreast of the latest market and media coverage on HyperTransport.

HTC's web portal can be the primary, 24/7 business/product promotion vehicle for start-up companies, as well as a powerful business capture tool for new and established HT technology vendors. Therefore, an invaluable business promotion ally to all HyperTransport-invested companies. Also, HTC's web portal can easily link-up with the member's own web site and thus become an integral, bidirectional extension of the member's marketing arsenal.

While Adopter-level members are granted just one, very concise, text-only company & product profile page on HTC's web portal (click [here](#) for an example), Contributor members can leverage a full array of powerful web-based business promotion tools that includes:

-  **High-visibility, spotlight product showcasing** on HTC's home page (subject to HTC's selection and decision criteria) with direct links to member's own HT-dedicated pages and web site.
-  **Unlimited number and size of member-dedicated pages**, allowing extensive company and product coverage that may include any combination of product features, block diagrams, charts, pictures, supporting documentation and/or white papers in PDF format.
-  **Cross-linking and cross-promotion** to/from other manufacturers' complementary and/or compatible HT products on HTC's web portal. A powerful way to attract attention to member's HT offerings from the pages of other, possibly better known HT vendors and solutions. This is a truly unique web portal cross-linking capability that individual, non-portal type web sites cannot provide.
-  **Cross-linking to member-own web site**, for dedicated product profiling and support pages.
-  **End-user driven, automatic handling of documentation, support software and reference design downloads** with auto-notification to member and/or acceptance of member's legal terms, if required. The process is completely handled by HTC's web portal, without any burden on member's own web site or resources. Ideal for product design support and product promotion services. For a practical example see [Altera's 10GE HTX Board Reference Design](#).

Click [here](#) for more practical examples of the above HTC web portal features.

3) Extended Industry & Media Exposure and Promotion

Year round, HTC sponsors an extended array of industry, media and HyperTransport community events, exhibitions and conferences that give Contributor members a wealth of opportunities to promote their HT-related technology and products (click [here](#) for a yearly list of events).

Contributor members can tap into the following extended HTC business promotion to worldwide media and industry:

-  **Member product spotlighting at HTC-hosted web seminars** – A powerful, global company and product promotion carrying a \$10-13K monetary value extended free-of-charge to high-level members. Click [here](#) for a database of past HTC web seminars.
-  **Priority to present at HyperTransport Developers Conferences (HDC)** – HDC (see chart above) is the yearly HT community event focused on introducing new HT-based technology and products to the HT community, as well as on networking between Consortium members and HT developers.
-  **Priority to present at HTC-sponsored industry and media events** - These are highly productive presentation and dinner events with senior media editors from leading national and international publications that HTC sponsors every year, such as Linley Group Seminars, GlobalPress' Electronic Summit Conference, Europress and Asiapress reverse press tours (see chart above). These are ideal one-place, multiple audience events for global market in-semination and media coverage of member's HT-based products and technologies.
-  **HTC-born press releases** on member's major HT-related events, developments, or product announcements.
-  **HTC endorsement** of member's HT-based products at/on member's target customers, public events, press releases and media contributing articles.
-  **Extended member promotion** in HTC's own HT promotion material and events.
-  **Advanced visibility** on HTC's HT promotion programs and plans.




4) **Posting of member-born HT-centric material**

Members can submit white papers and/or any noteworthy, HT-related material for posting on HTC's web site (click [here](#) to view HTC's Members Material page).

Summary of Membership Benefits

It is HTC's mission to offer its members a return-on-investment (ROI) that grows exponentially with higher membership levels.

In line with HTC's core mission, Adopter members receive basic technical and business benefits as described above, while Contributor members can tap into the following key benefit values:

-  **Advanced knowledge of and influence on the direction of HyperTransport technology**
-  **Considerable company and product promotion latitude for companies in need of efficient, 360 degree market presence with minimum marketing budgets**
-  **Collective monetary value that vastly exceeds the \$15K/year Contributor membership fee**

Many of HTC's existing members have signed-up for Contributor membership in order to fully leverage technical and business services from HTC as the epicenter of an important technology ecosystem that would not be attainable otherwise, even with larger budgets.



For more information on HTC membership levels, benefits, fees, supporting legal documents and for new membership applications, please click [here](#).

Don't hesitate to contact us at info@hypertransport.org or at 925-968-0220 for additional information or clarifications.

