

Contributor vs. Adopter Membership Benefits

Contributor-level members can leverage a far more extensive and valuable array of HyperTransport Consortium (HTC) benefits and services compared to Adopter-level members.

To easily grasp the difference in benefits between Adopter and Contributor memberships, technical and business benefits listed in **black** are extended to both Contributor and Adopter members, while benefits listed in **red** are extended to Contributor (and Promoter) members only.

Technical Benefits

Royalty-free license to HyperTransport technology and patent pool

HyperTransport (HT) technology license gives HTC members commercial rights to:

- A) Market and/or publicly promote member products incorporating proprietary implementations of whole or part of HyperTransport® Link, HTX™, DirectPacket™ and/or HT Connector technology.
- B) **Market and/or publicly promote member products incorporating non member-proprietary implementations of whole or part of the HyperShare™ technology platform – i.e. HNC™, HToE™ and/or HToIB™ specifications.**
- C) Access and commercial use of HyperTransport® Link, HTX™, DirectPacket™ and/or HT Connector-related patents in HTC's patent pool (click [here](#) for more information on HTC's patent pooling).

Royalty-free means that HTC membership does not impose any per-product royalty fee on HTC members – a particularly attractive ROI opportunity.

See [Membership Benefits Table](#) for more details.

Access to General Technical Database on HTC's web portal

HTC's General Technical Database gives HTC members access to a basic library of HT Link, HTX and HT Connector specifications, design and test support documentation, as well as to support/validation software platforms (click [here](#) for detailed list of available material). Having access to such technical information and software library is the best way to ensure that your company's ongoing and/or future product designs fully comply with HT's specifications and technology interoperability guidelines.

Access to Extended Technical Database on HTC's web portal

HTC's Extended Technical Database gives Contributor members access to the complete HyperShare™ platform technology and development library - a "must-have" for HyperShare™ product developers.

The Extended Technical Database also offers an additional repository of specifications, design support documentation and validation software on HyperTransport® Link, HTX™ and HT Connector technologies, which complement the information available in the General Technical Database technology platform (click [here](#) for detailed list of available material).

Access to extended Technical Working Group (TWG) technical database

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 HTC information broadcast email reflector

HTC broadcasts periodic news 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.

Inclusion in TWG and Technical Task Force email reflectors

Technical Task Forces (TTF) are TWG sub-committees focused on specific technical projects.

TWG and TTFs email reflectors are used as communication vehicles for all discussions and exchanges between high-level Consortium members on HyperTransport® and HyperShare™ technology/specifications.

Member-elective participation to TWG and TTF meetings

Voluntary participation to TWG and TTF bi-weekly conference calls.

Voting power on all TWG and TTF matters and decisions

HTC's TWG is the ultimate decision-making entity on HT technology and HT technology standardization matters for HTC. TWG and TTF members can directly influence the discussions and the decision-making process on ongoing HT technology developments – i.e. best assurance that HT technology 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 HTC 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-originated technology innovation towards the industry by leveraging HTC's reach and pivotal industry role.

Technical training on HT technology

TWG members can benefit from basic HyperTransport® and HyperShare™ 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® and/or HyperShare™ technologies. This is a powerful business edge that prevents HT-invested companies to be left in a no-visibility limbo on HT 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 HT technology.

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) Trademarks License

Members have license rights to commercial use in their technical and marketing material - whether in paper or electronic form - of the following HTC trademarks:

- HyperTransport®, HTX™, PRI™, DirectPacket™
- HyperShare™, HNC™, HToE™ and HTolB™


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 epicenter for finding and learning about HT-based products, technologies and services.


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, including:

 **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](#), or [HTX3 Board Reference Design](#).


Click [here](#) for more details on HTC web portal features.


3) **Extended Industry & Media Exposure and Promotion**

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

-  **Company and product promotion through HTC marketing program**
Members and their HT-based product can enjoy widespread promotion through ongoing marketing campaigns, industry events and media events that HTC sponsors and attends regularly.


-  **Member product spotlighting at HTC-hosted web seminars** – A powerful, global company and product promotion carrying a \$8-10K monetary value extended free-of-charge to high-level members.

-  **HTC-Elective Invitation to present at HT Developers Conferences (HDC)**
HDC is the yearly HT community event for updating the HT Community about HT technology progress, for introducing new HT-based products and solutions, as well as for creating networking opportunity between Consortium members and HT developers.

-  **Priority to present at HyperTransport Developers Conferences (HDC)** – HDC 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.

HTC-Elective Invitation to present at HTC-sponsored media events

These are productive events with industry as well as senior media editors from leading national and international publications.

 **Priority to present at HTC-sponsored industry and media events** - These are productive events with industry as well as senior media editors from leading national and international publications.

HTC-Elective Inclusion in HTC-issued press releases

Member's HT product information, HTC membership status and/or members' own quotes may be included in HTC-issued press releases for global industry attention.

 **HTC-born press releases** on Contributor member's major HT-related events, developments and/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 a basic set while Contributor members can tap into a more strategically valuable array of technical and commercial benefits as follows:

 **Commercial license to non member-proprietary implementations of HyperShare™ technology**

 **Commercial license to member-proprietary implementations of HyperTransport® technology**

 **Access to HT technology support and design development tools**

 **Access to extended HT technology support and design development tools**

 **Access to HyperShare™ technology documentation and support tools**

 **Advanced knowledge of and influence on the direction of HyperTransport® and HyperShare™ technologies**

 **HTC-Elective Company and product promotion via HTC marketing program**

 **Extensive company and product promotion – ideal for companies in need of market capture/expansion with minimum marketing budgets**

 **Collective monetary value that vastly exceeds HTC's membership fee**

Many of HTC's existing members have signed-up for Contributor membership in order to fully leverage HTC's technical support and marketing services that would be quite costly and time-consuming if self-directed.



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.

