

Satzuma, King of USB

Written by Bob Snyder
10 June 2008



If you've attended any of my speeches, you know I am a big fan of the humble USB.

The USB is about the greatness standard this industry ever launched. Hundreds of millions of units later and the public still loves USB.

In fact, you can almost say the public has carried the USB to extremes. In every speech in the years since USB was launched, I have shown USB items highlighting the public's USB mania: a toy missile-launching USB, the USB coffee cup warmer, aromatic USB, noodle-making USB...and more.

So imagine my interest when I discover Satzuma. A brand launched by monitor maker Jeantech, Satzuma both makes and markets various USB accessories—bringing them all

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together under one brand in one POS display.

It was the POS display that caught my eye. What a great idea: collect the greatest USB gadgets and display them in one packaging on the retail floor. Staples obviously thought it was a great idea, too, as in the UK, they have a Satzuma display in each store.



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