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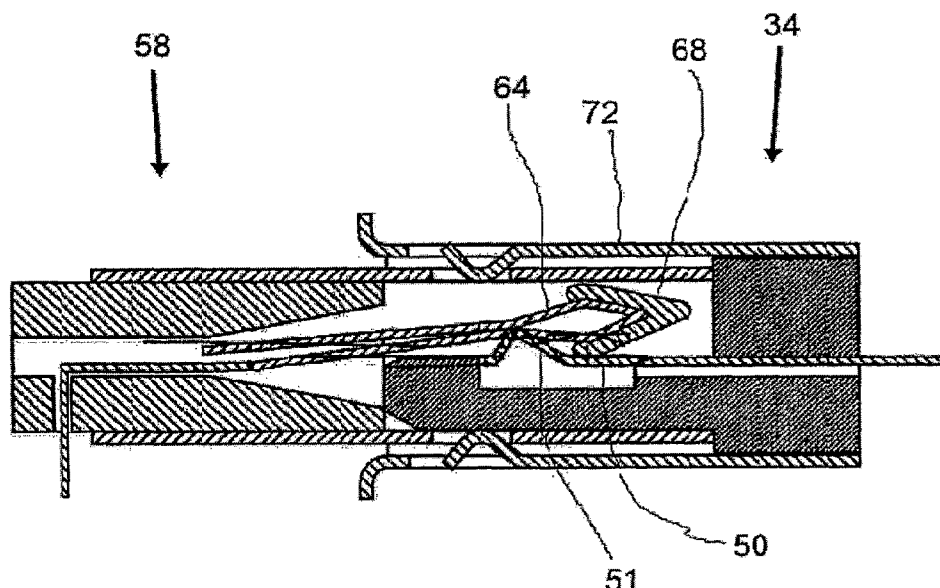
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(54) Title: REVERSIBLE UNIVERSAL SERIAL BUS (USB) DEVICE AND CONNECTOR



(57) Abstract: A reversible connector (10) for coupling with a USB A-type standard connector (34), including a first set of four electric contact regions (28) and a second set of four electrical contact regions (30), the contact regions configured such that in a first coupling orientation of the reversible connector (10) with the standard connector (34), only the first set of electrical contact regions (28) is mechanically connected with the contacts (50) of the standard connector (34) and in a second coupling orientation of the reversible connector (10) with the standard connector (34), only the second set of electrical contact regions (30) is mechanically connected with the contacts (50) of the standard connector (34). Also provided are corresponding reversible USB devices and appliances (324) based upon the aforementioned reversible connectors (10).

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