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News Release

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PCMCIA Develops a New Expansion Card Technology Specification for Both Mobile and Desktop PCs

New Standard Offers Faster Performance in a Smaller Footprint

WinHEC 2003--NEW ORLEANS, May 6, 2003 – PCMCIA, a leading technology trade association, today announced that its newest specification, codenamed NEWCARD, will offer integrated desktop and mobile external expansion into a single standard. Slated for release later this year, the NEWCARD standard is targeted for OEMs seeking small footprint for thinner mobile designs and sealed systems for desktop designs.

WinHEC attendees are invited to learn more about NEWCARD by attending three, consecutive, hourly sessions, beginning at 2:30 p.m. on Thursday, May 8.

NEWCARD is the next evolution of the PC Card, combining a smaller form factor and faster performance with the PC Card's reliability and ease of use. NEWCARD supports hot swappable device-sharing between mobile and desktop devices, similar to how USB devices can be shared. Desktop users will benefit from NEWCARD's plug-n-play ease of use, which eliminates the need to open the chassis to add new features. The new standard is operating-system independent.

Microsoft, Intel, IBM, Dell, HP, Lexar Media, SCM Microsystems and Texas Instruments support the NEWCARD standard. PCMCIA is also collaborating with the USB Implementers Forum (USB-IF) and the PCI-SIG (Peripheral Component Interconnect-Special Interest Group) to ensure NEWCARD supports advanced serial I/O technologies. PCMCIA expects to introduce the final standard in the fall.

“NEWCARD will answer the demands for flexibility and high performance expansion demanded by tomorrow's mobile and desktop technologies,” said Brad Saunders of Intel Corporation and chairman of the PCMCIA. “PC developers and OEMs will be able to cross-fertilize expansion applications—such as wireless networking, storage and compressed 3D graphics--across different hardware platforms, reducing their overhead costs. We expect widespread adoption of NEWCARD because it leverages existing technology to make PC expansion easier and less expensive.”

PC Card technology adds expansion capabilities such as memory, mass storage, networking and wireless communications to computers and other communications and consumer electronics devices. Future expansion capabilities range from wireless communications, ultra wideband TV tuners, security card readers to optical compression/encryption and smart clocking.

Version 1.0 of the specification will only be available to PCMCIA members. Companies wishing to participate in the specification development are invited to contact PCMCIA. Currently, products supporting NEWCARD are expected to debut in the second half of 2004. For more information, visit www.pcmcia.org.

About PCMCIA

PCMCIA is a non-profit trade association founded in 1989 to establish technical standards for PC Card technology and to promote interchangeability among computer systems. Already a feature in almost every notebook and palmtop computer, PC Card technology empowers users to configure systems and create unique, integrated solutions to meet their computing needs. Based in San Jose, California, the association has approximately 100 member companies worldwide. The PCMCIA also has a specification development and co-publishing relationship with the Japan Electronics and Information Technology Industries Association (JEITA) covering PC Card and Smart Media technologies.

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