



For Immediate Release

News Release

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PCMCIA Shows First ExpressCard I/O Prototype Modules that Support Plug-n-Play Hardware Expansion of Desktop and Notebook Systems

**Visit PCMCIA Booth [CeBIT #020 D01/1] to See the Latest Applications for the
New, High-Performance Standard**

CeBIT, Hannover, Germany, March 19, 2004 – PCMCIA, a leading technology trade association, today announced that the first ExpressCard modules built using the new, high-performance hardware expansion standard will be displayed at PCMCIA Booth (Hall/Stand #020 D01/1) throughout CeBIT.

Working prototype and sample cards from leading companies such as AboCom Systems, Lexar Media, M-Systems, SCM Microsystems and Tai-Sol Group will be displayed, illustrating support for the growing spectrum of ExpressCard consumer applications, from flash memory to communications, multimedia and security. [NOTE: Company quotes are listed below.]

PCMCIA will hold a press conference at 9 am, Friday, March 19, in Room 14 of the Convention Center, to announce product support for the standard and a new compliance program.

ExpressCard technology (www.expresscard.org) will enable consumers to add flash memory, storage, security, multimedia and communications features by simply inserting a module into a notebook, desktop or other compliant

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system. ExpressCard technology supports sealed-box expandability in both desktop and notebook systems in a form factor that is roughly half the size of today's PC Card module but with improved performance. In addition, ExpressCard technology supports hot plug-n-play and auto-configuration.

"More and more companies are leveraging the ExpressCard technology to develop a wide range of innovative products for the market," said Brad Saunders of Intel Corporation and chairman of the PCMCIA. "CeBIT brings these ExpressCard modules together for the first time in one place. A wide range of applications are being developed to support the expansion needs of both consumer and business computer users. This display is a clear signal that industry momentum is continuing to grow."

The ExpressCard interface supports both the PCI Express* architecture and Universal Serial Bus (USB)* 2.0 standards in a single slot. ExpressCard modules will be available in two sizes: 34mm and 54mm (by 75mm x 5mm). ExpressCard technology will replace CardBus, the current standard for PC Cards. ExpressCard products are expected to become generally available starting in late 2004, following the availability of PCI Express-based systems.

Dell, HP, IBM, Intel, Lexar Media, Microsoft, SCM Microsystems and Texas Instruments are among those supporting development of the new standard under the PCMCIA umbrella.

PC Card technology allows users to connect media and new hardware capabilities to computers and other communications and consumer electronics devices. Examples are: flash memory cards, wired and wireless communications hardware, security devices, and emerging applications that were not available when the system was purchased. More than 95 percent of all notebook computers use PC Card technology for expansion.

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 120 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.

ExpressCard is a trademark of PCMCIA. *All product and company names herein may be trademarks of their registered owners.

Editor's Note: Photo available at www.expresscard.org.

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SUPPORTING COMPANY QUOTES

Stan Smith, Manager, Strategy, Marketing & Sales, AboCom Systems, Inc.

“AboCom is a leading provider of strategic solutions of mobile and SOHO data communications. AboCom has always been excited about PCMCIA technology. We are even more excited about the new ExpressCard standard. We will be able use ExpressCard technology to expand the products we can offer both desktop and notebook users, from Ethernet to GPRS to Bluetooth™ to the boundless limits of our pioneering spirits. With the ExpressCard standard, consumers will benefit from the faster performance in a smaller size with more choices.”

Hamid Haidari, Technical Product Manager, Lexar Media, and Marketing Co-Chair, PCMCIA

“Lexar Media, a pioneer in mass storage, is one of the original developers of the ExpressCard standard that supports a dual interface using PCI-Express and USB connectivity. Lexar's new ExpressCard product portfolio offers a broad spectrum of memory solutions that support file sharing across desktops and laptops. It delivers unparalleled flexibility for any computer user seeking to add functionality while opening a window for many new creative applications.”

Mishael Agami, Vice President, M-Systems Ltd.

“The acceptance of ExpressCard technology by major computer manufacturers paves the way for portable and secure computing for the IT sector. As a leading flash technology innovator, we believe ExpressCard technology, with its semi-embedded form factor, fewer pins for easier design and high performance rates, is poised to be the next ubiquitous form factor for both PC and laptop secure memory applications including our XKey, KeySafe and EasyTrust applications.”

Robert Schneider, Chief Executive Officer, SCM Microsystems, Inc.

“ExpressCard is an important development in interface technology as it supports the market's need for high performance while offering a flexible way to add new applications for next generation notebooks and desktops. As a founding member of PCMCIA and a leader in secure access technologies, we are developing a range of smart card readers in both ExpressCard formats to address the need for secure interface to many applications, including digital pay-TV and PC/network authentication.”

Mian Huang Wibowo, Director of Business Development, Tai-Shuo Electronics, Inc.

“TaiSol is a proud supporter for the ExpressCard standard. Our 3-in-1 and 4-in-1 ExpressCard flash media adapters are only a small representation of the new applications that will emerge from this standard. TaiSol is preparing a full line of ExpressCard connectors for the laptop and desktop and we believe the incorporation of this standard in both platforms will benefit the consumer and the industry.”

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