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## **News Flash**

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### **PCMCIA to Deliver ExpressCard Technology Seminar at Computex 2004**

**San Jose, Calif.** (May 18, 2004) – PCMCIA, a leading technology trade association, today announced that it will offer an ExpressCard™ technology seminar alongside Computex 2004 in Taipei. The three- hour seminar on June 3 will offer an overview of the Expresscard standard, PCMCIA's new technology for modular I/O expansion of both desktop and notebook computers.

A panel of technology experts, including representatives from PCMCIA and Japan Electronics and Information Technology Industries Association (JEITA), will present information on the following topics:

- Introduction to ExpressCard Technology
- Module development
- Host-side implementation
- Status of ingredients
- Compliance program

The seminar will be held on June 3 at the Agora Garden Hotel, 68, Sung Kao Rd., Taipei, at both 9:00 am and 1:30 pm. The cost is US\$50 for advance registration, US\$75 at the door. PCMCIA members who register in advance may attend free of charge. Registration is available at [www.expresscard.org](http://www.expresscard.org).

ExpressCard ([www.expresscard.org](http://www.expresscard.org)) is the next generation PCMCIA module that is used in more than 95 percent of all notebook computers today for adding optional features. The standard features two different module sizes that can be used interchangeably in desktop and mobile systems. Among its many advantages the technology makes small form-factor sealed desktop feasible by eliminating the need to open the chassis to add new features. ExpressCard technology is expected to replace CardBus, the current standard for PC Cards.

(more)

The ExpressCard standard is built on both the PCI Express and USB 2.0 architectures. Successful completion of PCMCIA's compliance program is required before a product can use the ExpressCard logo. ExpressCard modules feature two form factors: 34 mm and 54 mm (by 75 mm x 5 mm). 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. ExpressCard products are expected to become generally available starting in late 2004.

### **About PCMCIA**

PCMCIA ([www.pcmcia.org](http://www.pcmcia.org)) 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 a growing membership of 125 companies worldwide. The PCMCIA also has a specification development and co-publishing relationship with JEITA covering PC Card and Smart Media technologies.

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*Editor's Note: Photo available at [www.expresscard.org](http://www.expresscard.org).*