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# News Release

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## **PCMCIA Announces First Compliance Workshop in Taiwan for ExpressCard Developers**

### **Hardware Fixtures Now Available for Testing ExpressCard Products in Both Desktop and Mobile Systems**

**Intel Developers Forum, San Francisco, Calif., September 7, 2004** – PCMCIA, a leading technology trade association, today announced that its first ExpressCard™ compliance workshop will be held October 21 in Taiwan. This will be the first event for system and module manufacturers to officially complete the test requirements that give them the right to display the ExpressCard logo—an energetic rabbit signifying mobility, fast performance and ease-of-use—on their compliant products. The logo tells consumers that the product meets the standard's stringent criteria and is interoperable with any other ExpressCard module or system.

Press are invited to stop by **PCMCIA booth #1142** at IDF to learn more about the compliance workshop and see working ExpressCard engineering sample modules and prototypes. A broad spectrum of consumer applications, including flash memory, communications, multimedia and security, will be displayed. ExpressCard technology delivers high-performance I/O expansion for desktop and mobile systems. It is the next generation of PC Card technology, which is used in more than 95 percent of all notebook computers for adding new hardware capabilities.

The first workshop will be held on Thursday, Oct. 21, at the Grand Formosa Regent Taipei, in Taipei, Taiwan, in conjunction with the PCI-SIG APAC Compliance Workshop. A registration reception will be held the evening of Wednesday, Oct. 20. In addition, training workshops for PCMCIA members will be held in Tokyo on Monday, Sept.

27, and Taipei on Wednesday, Sept. 29. Additional information and registration details are available at [www.expresscard.org](http://www.expresscard.org).

“The first compliance workshop is a significant step in advancing ExpressCard technology from the testing phase into reality,” said Brad Saunders, chairman of the PCMCIA. “Following this workshop, we should see developers making their products generally available in the market to consumers for the first time. Consumers who see the products at their favorite computer store will be assured that the ExpressCard ‘seal of approval’ guarantees faster I/O performance, ease of installation and compatibility with both desktop and notebook systems. We expect strong participation in this workshop as developers continue to adopt ExpressCard technology as the I/O platform of the future.”

ExpressCard sessions at IDF include: “PCMCIA’s ExpressCard Compliance Program,” Session PCIS004, 11:30 am – 12:20 pm, Wednesday Sept 8, Manny Pitta, PCMCIA Marketing Committee Co-chair.

Separately, PCMCIA announced that it is now offering hardware test fixtures to its members for testing ExpressCard modules and systems. A set of two signal integrity test cards is available to system manufacturers. For module developers, PCMCIA offers a board that provides an ExpressCard socket when installed in a system with PCI Express slots. This hardware enables members to conduct thorough testing of modules and systems before undergoing formal interoperability testing at a compliance workshop. The test fixtures can be purchased by PCMCIA members at [www.expresscard.org](http://www.expresscard.org).

PCMCIA’s two-step compliance process assures interoperability between ExpressCard modules and systems. A first phase features self-testing, where manufacturers verify requirements against an approved checklist or test fixtures. Companies then attend a compliance workshop for formal interoperability testing. Once a product passes, developers have permission to use the logo in the marketing of the product. Program participation is available to PCMCIA members only. All compliant products will be listed in ExpressCard Compliant Products Directory at [www.expresscard.org](http://www.expresscard.org).

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. The ExpressCard standard requires PCI Express architecture or USB 2.0 compliance. ExpressCard modules feature two form factors: 34 mm and 54 mm (by 75 mm x 5 mm). ExpressCard products also support the sealed-box expandability expected in future desktop systems, eliminating the need to open the chassis to add new features. The standard supports ‘all modules in all slots,’ enabling users to move modules between desktop and mobile systems. ExpressCard products are expected to become generally available starting in late 2004.

## **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 a growing membership of 125 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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*Editor's Note: Photos available at [www.expresscard.org](http://www.expresscard.org).*