

Media Alert

Contact:

Mary Hain
Hain Communications
mary@hainpr.com
925.926.0326

PCMCIA Hosts First Compliance Workshop in US for ExpressCard Developers

San Jose, Calif., November 29, 2004 – PCMCIA, a leading technology trade association, is hosting its first ExpressCard™ compliance workshop in the United States on Thursday, December 9, at the Embassy Suites in Milpitas, California, in conjunction with the PCI-Express* Compliance Workshop.

This is the first event in the United States for system and module manufacturers to officially pass ExpressCard test requirements. ExpressCard standard is the latest technology for high-performance I/O expansion for desktop and mobile systems. The first workshop was held in Taiwan in October 2004.

A registration reception will be held on Wednesday, Dec. 8, at 7 p.m. at the hotel. Registration and additional information is available at www.expresscard.org.

Products that pass compliance requirements can display the ExpressCard logo—an energetic rabbit that tells consumers that the product meets the standard's stringent criteria and is interoperable with any other ExpressCard module or system. PCMCIA members are eligible to participate in the compliance program.

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.

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.

###

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

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