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Press Release

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PCMCIA Shows First Wave of ExpressCard Products at CeBIT

Fujitsu Siemens, LG Electronics and Toshiba Offer Systems that Support the ExpressCard Standard, the New Expansion Technology for Notebook and Desktop Computers

Hannover, Germany (CeBIT) March, 11, 2005—PCMCIA, the leading technology trade association for PC Card technology, (**CeBIT Hall 19, Booth C14/1**) today showed the first wave of ExpressCard™ host systems and modules now on the market. Showing notebook computers with ExpressCard slots were Fujitsu Siemens, LG Electronics and Toshiba. AboCom Systems, AVerMedia, Lexar Media, TaiSol and Wibu showed ExpressCard modules for memory, multimedia, networking and security applications.

CeBIT marks the first time PCMCIA has shown compliant ExpressCard (www.expresscard.org) products. The ExpressCard standard is the next-generation PC Card technology for high-performance I/O expansion of desktop and mobile systems, including flash memory, communications, multimedia and security.

A press conference to demonstrate the new ExpressCard products will be held at 9 am, Friday, March 11, in Room 16 of the Convention Center.

PCMCIA also announced the first results from its compliance program. To date, 28 members have participated, submitting 53 ExpressCard products, including systems, modules and components for compliance testing. Sixteen

PCMCIA members have submitted 20 host systems and 15 modules for compliance review. In addition, 12 members have submitted 13 connectors and 5 power switch components for compliance review. Compliant systems and modules display the ExpressCard logo—an energetic orange rabbit designed to tell consumers that all ExpressCard products are interoperable, hot swappable and plug'n'play.

“This is an exciting time for ExpressCard technology as we see the first wave of compliant products,” said Brad Saunders, chairman, PCMCIA. “Currently, 35 systems and modules from leading computer industry vendors have adopted this technology. We continue to see industry momentum building as developers capitalize on ExpressCard technology’s high-performance capabilities using PCI Express.”

“At CeBIT, attendees will be able to see innovative new applications, such as a plug'n'play TV tuner, hot pluggable IEEE 1394B adapters for data transfer, Bluetooth connectivity for cell phones and Gigabit Ethernet networking as well as standard applications such as CompactFlash adapters and Flash memory cards. We expect to see a second wave of compliant products in the next two quarters as members use the smaller, faster ExpressCard form factor for digital TV tuners and WiMAX (broadband wireless) modules. Consumers should see the ExpressCard orange rabbit on store shelves in the near future.”

PCMCIA also announced the availability of a new online **ExpressCard Resource Directory** (www.expresscard.org). This directory of ExpressCard-compliant products features a master list of available products by category as well as links to the manufacturers for more information.

Companies showing ExpressCard-compliant products at CeBIT:

- **Fujitsu Siemens** (www.fujitsu-siemens.com). Its new LIFEBOOK E8020 notebook is aimed at professional notebook users looking for systems that are both fully equipped and flexible to use. It supports 1 ExpressCard slot and 1 PC Card for optimal modular expansion.
- **LG Electronics, Inc.** (www.lge.com) Its new models, the LM60/70 (Thin & Light), the LS70 (Full) and the LW60/70 (Wide) Express offer an ExpressCard expansion slot.
- **Toshiba.** (www.toshiba.com) Its new Tecra ® M3 and S2 notebook PCs offer outstanding mobile performance in a stable corporate platform. Both notebooks support one PC Card and one ExpressCard slot.
- **AboCom Systems** (www.abocom.com.tw). Its new Gigabit Ethernet ExpressCard and Bluetooth modules enable users to easily add high-speed and wireless networking to their computer systems.
- **AVerMedia Technologies** (www.avermedia.com). Its new E508 ExpressCard TV Tuner module enables notebook or laptop users to add plug-n-play TV functionality for entertainment on-the-go.
- **Hagiwara Sys-Com.** (www.hscjpn.co.jp) Its CompactFlash ExpressCard module is the first on the market, supporting plug'n'play CompactFlash in any notebook or desktop system.
- **Lexar Media** (www.lexar.com) Lexar offers solid-state storage in the ExpressCard format with various preloaded software applications. Security (256-bit AES encryption) provides password protection. Traveler provides the user with access to portable email, internet and file synchronization.

- **TaiSol Electronics.** (www.taisol.com) Its new memory adapters support various Flash media formats including SD, xD and Memory Stick.
- **Wibu-Systems AG** (www.wibu.com). At Cebit, Wibu is announcing a new CodeMeter™ ExpressCard module supports Digital Rights Management (DRM). CodeMeter is its latest technology for protection of intellectual property assets.

Dell, Fujitsu Siemens, HP, IBM, Intel, Lexar Media, LG Electronics, Microsoft, SCM Microsystems, Texas Instruments and Toshiba are among those supporting development of the ExpressCard standard. PC Card technology is the hardware expansion standard for more than 95 percent of all notebook computers.

The standard supports ‘all modules in all slots,’ enabling users to move modules between desktop and mobile systems. The ExpressCard standard supports both the PCI Express and USB* 2.0 standards.

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.