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Press Release

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Leading Notebook Developers Embrace ExpressCard Standard

**Apple, ASUS, Dell, Fujitsu, Fujitsu Siemens, HP, LG Electronics,
Lenovo, Sony, Toshiba and Others Offer Systems that Support
the ExpressCard Standard, the New Expansion Technology for
Notebook and Desktop Computers**

San Jose, CALIF. -- Tuesday, Sept. 26-- PCMCIA, the leading technology trade association for PC Card and ExpressCard technology, today announced that major notebook vendors have embraced ExpressCard™ technology as the modular expansion standard for their notebook systems.

ExpressCard technology (www.expresscard.org) is the latest high-performance, hardware expansion standard for mobile computers and replaces the current PC Card™ Standard. PC Card technology is the hardware expansion standard for more than 95 percent of all notebook computers

Currently selling notebook computers with ExpressCard slots are Acer, Alienware, Apple, ASUS Computer, Averatec, Dell, Evesham, Fujitsu/Fujitsu Siemens, Itronix, HP, Lenovo, LG Electronics, Mouse Computer, MSI, PC-Koubou, Sony and Toshiba. All these companies have products available on the Web.

According to the *IDC Worldwide Quarterly PC Tracker, July 2006*, the Global Top 10 Portable PC vendors include Dell, HP, Toshiba, Acer, Lenovo, Fujitsu/Fujitsu Siemens, Sony, NEC, ASUS and Apple. Nine of those featured in the report offer systems with ExpressCard slots.

“The leading notebook developers have recognized that ExpressCard technology gives their users the ability to easily add the new, high-performance applications of today and the future, including multimedia, wireless networking, storage and security,” said Brad Saunders, chairman, PCMCIA. “More people are now choosing notebook computers

as their primary computing platform. As a result, we are seeing the strong adoption of ExpressCard technology by both consumer and corporate notebook users who want the ability to easily add new applications over time and to avoid the hassles of external devices and cabling.”

ExpressCard modules give notebook users the ability to add a wide variety of “plug ‘n’ play” applications to their computers, including memory, local area network (LAN), wireless wide area network (WWAN), wireless, memory adapters, parallel adapters, serial adapters, TV tuners, smart card readers, instrumentation, 1394A&B and serial ATA (SATA). ExpressCard technology supports the advanced serial I/O technologies: USB* 2.0 and PCI-Express.*

Consumers looking for products for their notebook computers can find information at the *ExpressCard Resource Directory* and *Where to Buy* pages at www.expresscard.org. Visitors can also sign up to be notified as ExpressCard modules become available. Currently, there are 103 compliant products on the market, including 45 host systems.

Dell, Fujitsu Siemens, HP, Intel, Lenovo, Lexar Media, LG Electronics, Microsoft, SCM Microsystems, Texas Instruments and Toshiba are among those supporting development of the ExpressCard standard.

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 110 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.