

For Immediate Release

Press Release

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PCMCIA Launches ‘ExpressCard University’

New Online Course Offers Training Targeted to Retail Sales Associates on the Next Generation PC Card Standard

San Jose, CALIF. November 14, 2006 -- PCMCIA, the leading technology trade association for PC Card and ExpressCard® technology, today announced it has launched ExpressCard University, a new online course that helps computer retail sales associates learn about this new technology found in most of today’s latest notebook computers.

The course, available for free at <http://www.expresscard.org/web/site/ecu00.jsp>, gives students a complete overview of ExpressCard technology, the next-generation PC Card™ technology for high-performance expansion of notebook computers. ExpressCard and PC card slots are currently used in more than 95 percent of notebook computers for adding functionality such as wireless communications, memory, multimedia, networking and security.

“ExpressCard products are now showing up on computer store shelves, both in notebook computers and as stand-alone modules. Because it is so new, many consumers are asking questions about the how this new technology works and its benefits,” said Brad Saunders, chairman, PCMCIA. “ExpressCard University offers computer retail sales associates an easy-to-use online training course to help them improve their knowledge and be better prepared to answer the questions and concerns of their customers.”

The course explores ExpressCard technology, its benefits, available modules and notebooks and the compliance process. ExpressCard technology is expected to replace the PC Card over time.

All ExpressCard enabled notebooks feature an ExpressCard slot that accepts only ExpressCard modules. ExpressCard-compliant products are identifiable by the ExpressCard logo—an orange rabbit—featured on the box and/or product. This logo signals to buyers that these ExpressCard products have passed a two-step compliance

program to assure that they are interoperable, hot swappable and plug'n'play. Compliant products are listed at the *ExpressCard Resource Directory* page at www.expresscard.org.

On the *Where to Buy* page at www.expresscard.org, buyers can find ExpressCard modules 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 (Firewire) and serial ATA (SATA). ExpressCard technology supports the advanced serial I/O technologies: USB 2.0 and PCI-Express*. All leading notebook vendors are now offering ExpressCard-equipped systems.

Dell, Fujitsu, Fujitsu Siemens, HP, Intel, Lenovo, Lexar Media, LG Electronics, Microsoft, Sony, Texas Instruments and Toshiba are among those that support 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.