

# Press Release

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## PCMCIA Shows Latest Wave of ExpressCard Products at CeBIT

### ExpressCard Technology Gains Momentum as PC Card Replacement; Modules Offer Faster Performance in a Smaller Package

**Hannover, Germany (CeBIT) – Thursday, March 15, 2007**—PCMCIA, the leading technology trade association for ExpressCard® and PC Card™ technology, today announced that more than 200 ExpressCard® notebook computers, modules and components have participated in the ExpressCard compliance program. These products, many of which are available in retail stores and online, range from wireless WAN to TV tuners, gigabit Ethernet, high-capacity data storage, a wireless mouse and expansion solutions.

**The latest ExpressCard products will be shown at 9:30 am, Friday, March 16, in Room 11 of the Convention Hall at a special PCMCIA press conference.**

Showing products will be the following companies:

- **Belkin** ([www.belkin.com](http://www.belkin.com)) (CeBIT Hall 25, F76) Belkin's full line of upgrade cards allows you to add Serial ATA, FireWire®, or USB 2.0 ports to your computer through the new ExpressCard slot. Belkin ExpressCard modules not only allow you to simultaneously edit high-resolution graphics to share with family and friends, convert music to digital formats, and watch streaming video, they will also support bandwidth-intensive applications of the future.
- **Novatel Wireless** ([www.novatelwireless.com](http://www.novatelwireless.com)): Novatel Wireless' (NASDAQ: NVTL) Merlin™ WWAN ExpressCard family continues to expand with the recent addition of the Merlin X950D (HSUPA/HSDPA/GPS technology) ExpressCard module. This product is in addition to the commercially available, worldwide Merlin XU870 HSPDA ExpressCard module (the industry's first wireless ExpressCard module for European and North American markets), and the Merlin X720 and XV620 ExpressCard modules for EV-DO Networks.
- **WIBU-SYSTEMS AG** ([www.wibusystems.com](http://www.wibusystems.com)) (CeBIT Hall 7, Stand A35): Wibu-Systems' CmCard/E makes its CodeMeter® DRM Technology available in the ExpressCard form factor. The CodeMeter Digital Rights Management System is a proven and highly flexible protection technology for digital products that has been well adopted by many software vendors since its introduction in 2003. CodeMeter was named one of the top 5 products in the category "Best Digital Rights Management" for the SIIA Codie Awards 2007.

ExpressCard technology ([www.expresscard.org](http://www.expresscard.org)) is the latest high-performance, hardware expansion standard for notebook and desktop computers. It replaces the current PC Card® Standard. ExpressCard and PC Card technologies are found in more than 95 percent of all notebook computers.

“Consumers can now purchase an even wider variety of ExpressCard products, including digital TV tuners, mobile docks, hot pluggable adapters for data transfer (IEEE 1394 and serial ATA), EV-DO cellular network adapter, 802.11n wireless LAN adapter and Gigabit Ethernet adapter modules as well as standard applications such as CompactFlash adapters, smart card readers and flash memory cards,” said Brad Saunders, chairman, PCMCIA. “The latest wave of products shows that manufacturers are really starting to take advantage of the smaller, faster ExpressCard standard for delivering compelling applications and we are quite pleased at the variety of products announced so far this year.”

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.

To date, approximately 60 companies with 200 products have participated in the ExpressCard Compliance program for systems, modules and components. Of these, 127 products have earned the right to display the ExpressCard logo—an orange rabbit designed to tell consumers that all ExpressCard products are interoperable, hot swappable and plug’n’play. Compliant products are listed at the *ExpressCard Resource Directory* and *Where to Buy* pages at [www.expresscard.org](http://www.expresscard.org).

ExpressCard “plug ‘n’ play” applications include memory, local area network (LAN), wireless local and wide area network (WLAN, WWAN), memory adapters, parallel adapters, serial adapters, TV tuners, smart card readers, instrumentation, 1394Aa/b (Firewire®) and serial ATA (SATA). ExpressCard technology is based on two advanced serial I/O technologies: USB 2.0 and PCI Express. ExpressCard technology is designed to be operating system independent; products are available that work with all major operating systems.

Dell, Fujitsu, Fujitsu Siemens, HP, Intel, Lenovo, Lexar Media, LG Electronics, Microsoft, Sony, 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 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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ExpressCard is a registered trademark and PC Card is a trademark of PCMCIA. \*All other product and company names herein may be trademarks of their registered owners.

*Editor’s Note: Photos available at [www.expresscard.org](http://www.expresscard.org).*