

For Immediate Release

Press Release

Contact:

Mary Hain
Hain Communications
mary@hainpr.com
925.926.0326



PCMCIA to Show Latest Taiwanese ExpressCard Products at Computex

**Press Conference to be Held on Wed., June 6
(Hall One: Booth 1201C)**

TAIPEI, TAIWAN (June 6, 2007) (COMPUTEX) -- PCMCIA, the leading technology trade association for ExpressCard® and PC Card™ technology, today announced that the latest wave of Taiwanese-developed ExpressCard products will be displayed during Computex.

PCMCIA will show the products at a press conference on **Wednesday, June 6, at 3 pm, at Booth 1201C in Hall One**. Taiwanese-developed products from companies such as Acer, Datafab, Carry Computer, Hagiwara-Sys Com and J-Micron will be introduced.

ExpressCard (www.expresscard.org) is the new technology replacing the PC Card in notebook computers. ExpressCard modules enable notebook users to add networking, communications, security, memory and multimedia functionality. ExpressCard modules support either USB 2.0 and PCI Express and offer faster performance in a smaller size.

More than 235 products have been submitted to the ExpressCard compliance program to date from 74 companies around the world. More than 150 products are currently available to consumers worldwide.

“ExpressCard products are quickly replacing the PC Card as the de facto standard for a wide variety of peripheral applications,” said Brad Saunders, chairman, PCMCIA. “Consumers are recognizing the benefits of the smaller, faster ExpressCard technology. We are very pleased with the support of the Taiwanese market in bringing this powerful and versatile technology to the market.”

Currently available ExpressCard products include wireless WAN, TV tuners, gigabit Ethernet, high-capacity data storage, 1394a/b, SATA, SmartCard and memory card adapters and expansion solutions. All major notebook vendors are shipping products with ExpressCard slots, including 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.

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 135 companies worldwide. The PCMCIA also has a specification development and co-publishing relationship with the Japan Electronics and Information Technology Industries Association (JEITA).

#

ExpressCard and PC Card are registered trademarks 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.