FOR IMMEDIATE RELEASE

Press Release

Contact:
Mary Hain
Hain Communications
mary@hainpr.com
925.926.0326

PCMCIA to Improve Transfer Rates in New Release of ExpressCard® Standard

ExpressCard 2.0 Will Support Emerging, High Performance Mobile Technologies for Storage (SATA), Video, Streaming Media and Flash Memory

Taipei, Taiwan (June 4, 2008) COMPUTEX 2008 -- PCMCIA, the technology trade association for PC Card™ and ExpressCard® technologies, today announced that the new ExpressCard Standard, release 2.0, is being developed to accommodate the significantly faster speeds increasingly demanded by today's high-performance mobile technologies. Release 2.0 of the standard is expected to be published in the second half of 2008/early 2009.

ExpressCard technology (www.expresscard.org) is the next-generation PC Card technology for high-performance I/O expansion of desktop and mobile systems. ExpressCard modules enable notebook users to add networking, communications, security, memory and multimedia functionality. ExpressCard and PC Card slots can be found on more than 95 percent of notebook computers.

PCMCIA is exhibiting a wide variety of ExpressCard products at Computex **Nangang Hall/N226 (Upper Level)**. **A press conference showing ExpressCard products will be held at 3pm on Wednesday, June 4, at Nangang/N226.** Featured companies include:

- **APIOTEK's** wide variety of ExpressCard adapters for connecting desktop/notebook systems and external peripherals (eSATA, 1394b, solid state, CompactFlash, Giga II, USB, parallel and serial port, memory and others);
- **DataFab's** large selection of ExpressCard memory products (solid state, microSD and other memory applications) (Taipei World Trade Center, Hall 1, B624/626/628/723/725/727);

- **ITT Cannon's** ExpressCard assembly kits (gold- and tin-plated) for 34mm modules, including Snappy and Ultrasonic versions that are now available;
- **Magic Control Technology's** ExpressCard docking station that enables the notebook computer to use their ExpressCard slot to plug in accessories such as monitors and keyboards so the notebook can function as a desktop computer (Taipei World Trade Center, Hall 1, B630,632,729,731);
- **Village Tronic**'s ViDock Gfx, a high performance graphics docking station that allows the connections of up to two additional external displays to an ExpressCard equipped notebook (Nangang/N226);
- Products from AData, AVerMedia, Bandrich, Belkin, Phison, Suyin and Wise Power Technologies will also be exhibited at Nanging Booth N226.

The new ExpressCard Standard 2.0 will support transfer rates ranging from two to 10 times faster than ExpressCard Standard 1.2. The ExpressCard Standard 2.0 will enable manufacturers to develop higher performance ExpressCard products for consumers. Some of the applications that will benefit from this improved performance include:

- Serial Advanced Technology Attachment (SATA) 2.0 adapters supporting large file transfers between computers and various storage devices;
- Very high-performance streaming media and video adapters; and
- Very high-performance storage modules based on flash memory technologies, e.g. solid-state drive applications.

The ExpressCard Standard is based on the advanced serial I/O technologies, PCI Express® and USB. The Standard is being updated to comply with the recent release of the PCI Express specification, Release 2.0, which offers transfer rates of up to 5Gbps, two times faster than its previous release. The ExpressCard 2.0 Standard will also support the new SuperSpeed USB, which is planned for release later this year as part of the USB 3.0 specification. The new SuperSpeed USB standard will support speeds of up to 10 times faster than Hi-Speed USB.

"ExpressCard 2.0 builds on the solid foundation set by the original ExpressCard Standard," said Brad Saunders, chairman, PCMCIA. "Notebook and module developers will be able to take advantage of the ExpressCard 2.0 Standard to create new, innovative consumer products that embrace its significantly increased performance. We very much appreciate the major role that Taiwanese manufacturers have played in bringing useful products to the market and look forward to what they will be able to accomplish with a new generation of ExpressCard products."

The ExpressCard 2.0 Standard will support backward compatibility with products compliant with any previous releases of the Standard. A new compliance program will be phased in once the ExpressCard 2.0 Standard is released.

Current ExpressCard "plug 'n' play" applications include memory, local area network (LAN), wireless broadband (WWAN), WiFi, memory adapters, parallel adapters, serial adapters, TV tuners, smart card readers, instrumentation, 1394A&B adapters, serial ATA (SATA) adapters and USB adapters.

Dell, 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 (www.pcmcia.org) 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 150 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.

# # #

Editor's Note: Photos available at www.expresscard.org.