



ExpressCard® Standard: Expansion Technology for the Future

Manny Pitta
Marketing Committee Chair

PCMCIA

Dan Liu
PCMCIA Chinese-Region
Subcommittee Chair
Allion Computer

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The Worldwide Organization for Modular Peripherals

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Agenda

- ExpressCard Standard
- ExpressCard Applications
- ExpressCard: State of the Industry



ExpressCard Standard



The ExpressCard Standard

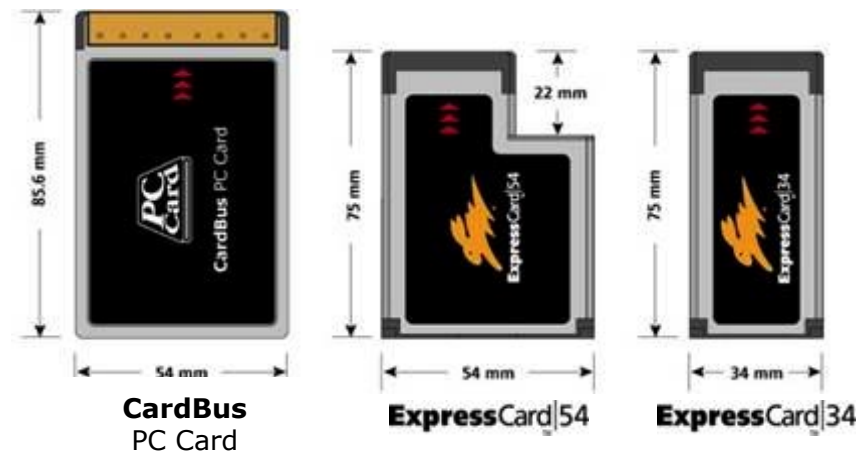
- Replaces PC Card (CardBus) as the next generation standard for modular I/O expansion
- Response to advances in I/O bus technology and PC architecture
- Designed for notebook and desktop PCs
- Developed and supported by PCMCIA members including industry leading PC, module, and component vendors





ExpressCard Standard Highlights

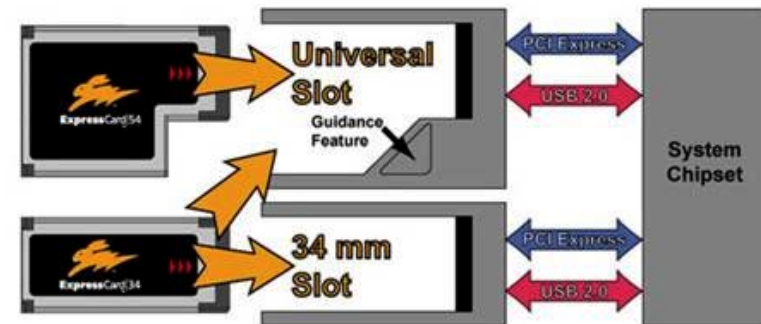
- Supports PCI Express* and USB* standards
- Supports two module sizes
 - 54mm x 5mm x 75mm
 - 34mm x 5mm x 75mm
- All operating systems supported
- Not backward compatible with PC Card





ExpressCard Slots in Notebooks

- ExpressCard Standard supports two slots
 - **Universal slot** accepts both 54mm and 34mm modules
 - **34mm slot** accepts 34mm size only
- Some notebooks offer both PC Card and ExpressCard slots to help ease the transition for consumers





What ExpressCard Technology Delivers

- **Improved performance:** USB and PCI Express supporting the applications of today and the future.
 - HDTV, WWAN, SATA, FireWire, and more
- **Easy installation:** Plug'n'play installation with auto-configuration. Just plug in a module and go!
- **Smaller size:** Roughly half the size and weight of PC Card.
- **Lower Cost:** Smaller modules, simpler connectors and elimination of the CardBus controller. Able to reuse existing USB/PCI Express chip designs.
- **Popular applications:** Wide variety of applications are available today.



ExpressCard Applications



Notebook Developers

**Acer
Aspire**



**Apple
MacBook Pro**



**Dell
Latitude**



**Fujitsu
LIFEBOOK**



**HP
Pavilion**



**LG
S Series**



**NEC
LaVie**



**Lenovo
Thinkpad**



**Sony
VAIO**



**Toshiba
Satellite**



**All Top 10 Global Notebook Developers* Offer Systems
With ExpressCard Slots**

Computex 2007 • Taipei



Popular Applications

- Entertainment
 - Analog and digital TV tuners, audio
- Connectivity
 - Bluetooth*, (e)SATA, IEEE1394 (Firewire*)
 - Ethernet, wireless WAN & LAN
- Storage
 - Flash memory, memory media adapters
- Security
 - Card readers, SIM cards



Users Have Access to a Wide Range of ExpressCard Products



Selected Currently Available Modules

Taiwanese company # = ODM

• AboCom Systems#	Memory Media Adapter, Gigabit Ethernet, 1394a/b
• Atech Flash	Memory Card Adapters
• AVerMedia	Analog and Digital TV Tuner, HybridExpress (HD TV)
• Belkin	Wireless LAN, Memory Media Adapter, Gigabit Ethernet, 1394a/b, Docking Station
• Buffalo Technology	Memory Card Adapter
• Carry Computer	Memory Card Readers
• DataFab	Memory Media Adapter
• Delkin	CompactFlash Adapter
• Dell	TV Tuner
• Hagiwara-Syscom	CompactFlash Adapter
• HP	TV Tuner
• J-Micron	Memory Card Readers
• Mobility Electronics	Expansion solution
• Newton Peripherals	Wireless Mouse
• Novatel	Wireless WAN
• SCM Microsystems	Smart Card Reader, SIM Reader
• SIIG	SATA II, eSATA, 1394a/b, Serial port
• Tai-Sol Group#	Memory Card Adapters
• WIBU SYSTEMS	Security, Digital Rights Management
• YE Data	Memory Card Adapters



ExpressCard: State of the Industry



ExpressCard Compliance Program

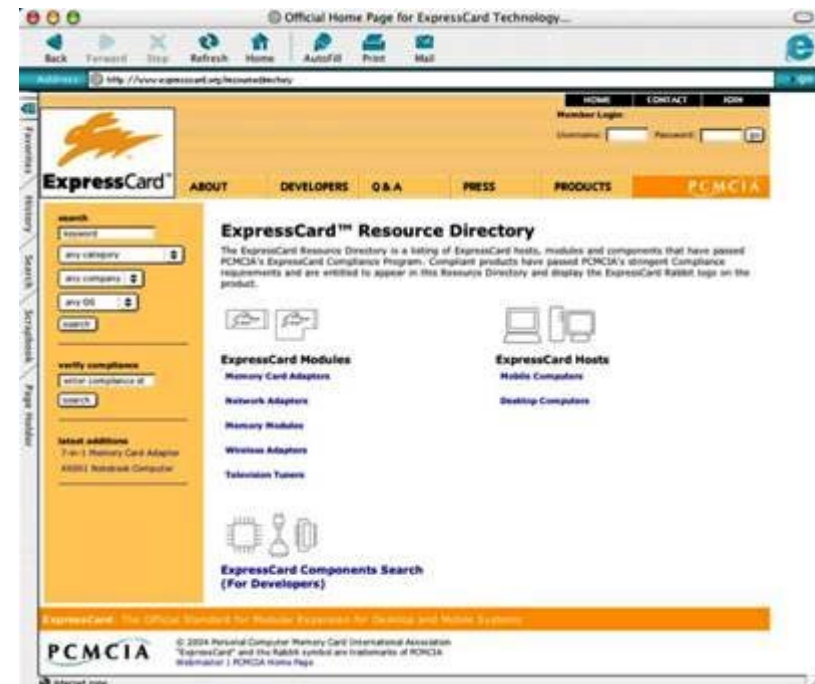
- Program assures customers that ExpressCard products will work together
- Compliant products feature orange rabbit logo
- 74 companies have participated to date
 - 237 products in the program so far
 - 156 products have passed compliance
- Developed with support of the PCI SIG* and USB-IF compliance programs





Information is a Click Away

- “Where to Buy” page features new products
- Resource Directory offers searchable database of products
- ExpressCard University provides online training for computer retail sales associates
- Photos & graphics available to press



www.expresscard.org



ExpressCard Technology Today

- All major **notebook developers** offer ExpressCard slots
- More than **200 products** have participated in a compliance program
- More than **60 modules** are available for purchase today
- Industry **adoption** has quickly picked up speed in 2006/2007
- Products available in a **wide variety of applications** – from a wireless mouse to networking, communications, memory and security





Taiwanese Products – See in the Booth Today

System Vendors



Module Vendors



DataFab



Carry Computer



Hagiwara Sys-Com



J-Micron



Presentation, press materials and collateral material available at www.expresscard.org