



# ExpressCard™ Technology Press Release Supporting Quotes

CeBIT, March 11, 2005

## Host Systems

**Peter Eßer, executive vice president, Volume Products and Supply Operations, Fujitsu Siemens Computers**

“To serve the demanding expandability requirements of large enterprises, the LIFEBOOK E8020 offers the features of the new Intel technology as well as the full range of traditional interfaces and a PC Card slot alongside a separate PCMCIA ExpressCard slot. As a result, the notebook offers support for existing and future components.”

**JJ Lee, vice president and general manager, PC Division, LG Electronics, Inc.**

“ExpressCard technology brings high performance, plug-n-play functionality to the next generation of computers. This technology will give both consumers and business users the ability to add exciting new innovations such as TV tuners, Bluetooth connectivity and a wide variety of memory devices for email and security to their notebook and desktop computers. LG is excited to support this next generation PC Card in its product strategy.”

**Oscar Koenders, general manager, EMEA Marketing Computer Systems Division, Toshiba Europe GmbH**

“Toshiba is very supportive of industry standards, because they are crucial to move to the next generation of mobile computing, ubiquitous networking. Toshiba, as a founding member of many industry standards, is among one of the first companies to include the next ExpressCard standard in the current notebook range.”

## ExpressCard Modules

**Dr. J. Allan Yang, CTO, AVerMedia Technologies**

“AVerMedia has been committed to developing cutting edge video and multimedia products. We are happy to come out with the first ExpressCard TV tuner in the world. To be able to support Intel’s mobile solutions with this innovative ExpressCard TV tuner module is really exciting.”

**Hamid Haidari, technical product mManager, Lexar Media**

“Lexar, a leader in the solid state storage media industry, supports ExpressCard standard as the newest technology to seamlessly bridge the IT and consumer worlds. The support of major PC OEMs and Microsoft’s Windows operating system have enabled Lexar to develop a wide variety of applications to address the needs of both consumers and the IT sectors. We are excited to participate in the compliance program that will ensure cross platform compatibility for both notebook and desktop computers.”

**Mian Huang Wibowo, director of business development, TaiSol Electronics**

“TaiSol has shown its support of ExpressCard technology early in the development stage. We currently have started mass productions on ‘ExpressCard/54 connectors’ and introduced ‘4-in-1’ (SD, MMC, MS/PRO, xD) flash-media ExpressCard34 adapter products. We believe there is a huge business potential in ExpressCard technology.”

**Wolfgang Neifer, field sales consultant, WIBU-SYSTEMS AG**

“A new ExpressCard/34 security module has been announced today by WIBU-SYSTEMS AG, Germany. The card will comprise CodeMeter-Stick technology for software and content licensing. The on-board high capacity flash storage will allow for safeguarding the user’s access rights to protected content including recorded audio and video data. The card will be interoperable with a number of standardized Digital Rights Management systems.”

## **Other Industry Groups**

**Mike Trainor, chief mobile technology evangelist, Mobile Platforms Group, Intel Corporation**

“The introduction of the first wave of ExpressCard products is very exciting for Intel. System and module manufacturers have recognized that the simplified architecture offered by ExpressCard technology benefits users across mobile and desktop platforms by providing a higher-performance, smaller form factor that utilizes ‘off-the-shelf’ PCI-Express or USB 2.0 silicon. This technology opens the door to a wide range of innovations in areas from entertainment and productivity to security and connectivity. The possibilities are endless.”

**Tony Pierce, chairman, PCI-SIG**

“The introduction of a broad array of functional ExpressCard modules is yet another testament to the rapid ramp of the PCI Express\* architecture across all computing platforms, especially desktop and mobile systems. Our PCI Express Enabling workgroup has worked diligently with PCMCIA to deliver a comprehensive, end-to-end testing and a compliance program to verify interoperable ExpressCard modules and systems from multiple vendors.”

**Jeff Ravencraft, chairman and president, USB-IF**

“As ExpressCard technology is integrated into desktops and notebooks, USB consumers achieve a whole new level of functionality. We have worked with PCMCIA during the past two years to ensure that the ExpressCard standard fully embraces USB functionality. We are excited to see ExpressCard modules leveraging the USB universal plug-n-play format currently available to the consumer market.”