Introducing the ExpressCard® 2.0 Standard

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Today's News!

PCMCIA Announces ExpressCard 2.0 Standard

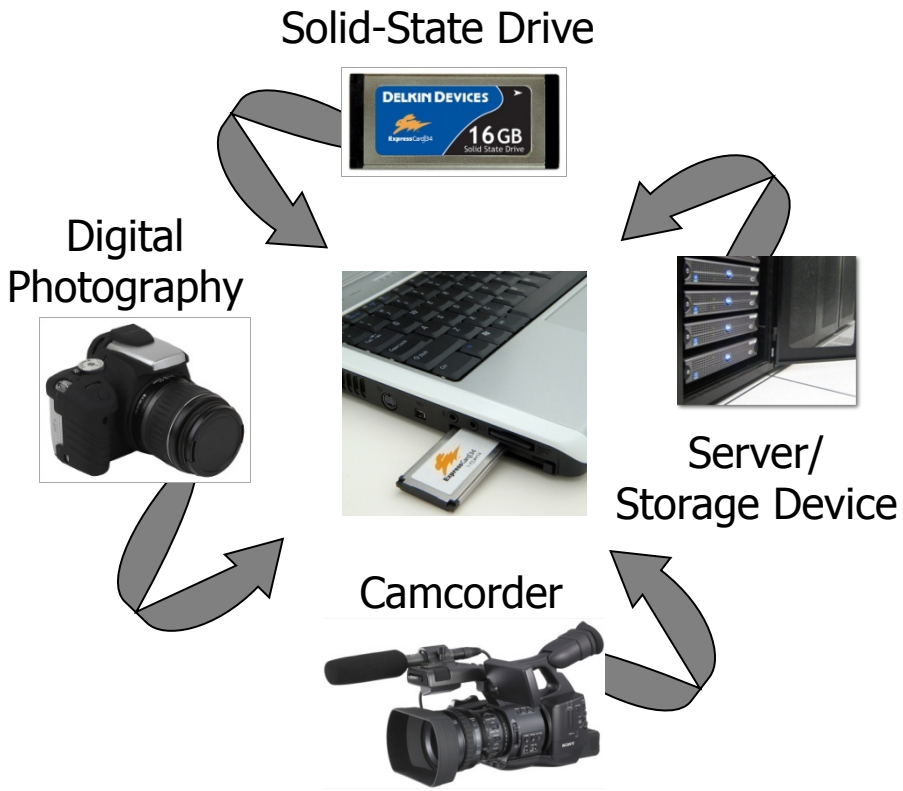
- Next-generation I/O technology for high-performance expansion of notebook systems
- Easy way to upgrade Apple or PC notebooks with new applications not originally included by the manufacturer or not available at the time of purchase
- Updated 2.0 standard supports the faster speeds demanded by today's emerging high-performance mobile technologies
- Supports data transfer rates up to 10X faster than ExpressCard Standard 1.2

ExpressCard 2.0 Standard

- Adopts recent updates to PCI Express* and USB* standards, which now support transfer rates of up to 5Gbps:
  - PCI Express 2.0, 2X faster than its previous version
  - SuperSpeed USB version 3.0, 10X faster than Hi-Speed USB (2.0)
- Continued support for Windows, MacOS and Linux operating systems
- ExpressCard 2.0 products will be backward compatible with prior revisions
- Expect to see the first products in 2010

Emerging Applications for ExpressCard 2.0

- eSATA adapters that support large data file transfers between computers and external storage devices
  - Upcoming release will support 6Gbps
- Very high-performance flash memory technologies, e.g. solid-state drive applications of up to 300MBps
- Very high-performance streaming media and video adapters



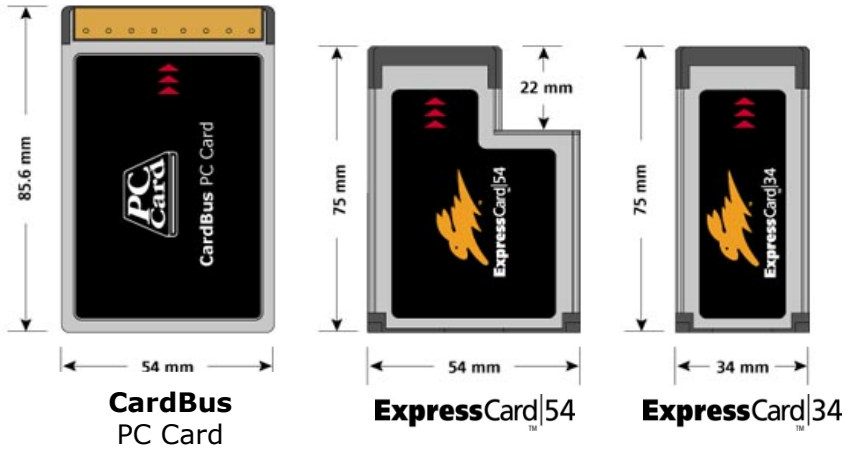
ExpressCard Compliance Program

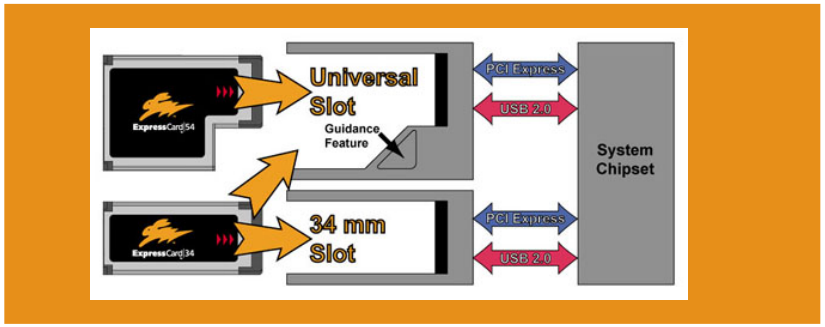
- Makes sure all compliant ExpressCard products are interoperable
- Revised program to be adopted as part of Standard 2.0 release
  - Addition of third step for signal requirements testing
- Orange rabbit logo on products signifies program compliance

Programs developed to complement PCI SIG and USB-IF* compliance programs*

ExpressCard Technology

- Two module sizes
  - 54mm X 5mm x 75mm
  - 34mm x 5 mm x 75mm
- Two ExpressCard slots
  - Universal supports both module sizes
  - 34mm slot supports only 34mm modules
- Not backward compatible with PC Card





All Major Notebook Vendors Offer ExpressCard Slots

Popular Applications

- Entertainment
  - Analog and digital TV tuners
  - IEEE1394/Firewire
- Connectivity
  - Ethernet, 3G, Wi-Fi
- Storage
  - eSATA
  - Solid-state hard drives (SSD)
  - Small memory card adapters (CompactFlash, SD, MMC, xD, MemoryStick)
- Security
  - SmartCard readers
  - Digital rights management

Advantages of ExpressCard Technology

- Higher performance for applications with large data transfers: eSATA, solid-state storage and streaming media
  - Up to 10X faster than previous standard
- Continued access to benefits such as easy installation, plug'n'play, auto-configuration and hot swap
- Compliance program for all ExpressCard products
  - Easy-to-find products display a special logo
- Product availability in 2010
  - Backward compatibility with previous versions
- PCMCIA's long history of innovation
  - ExpressCard and PC Card slots can be found on more than 95 percent of notebook computers today

Broad Industry Support

- Host system vendors
- Software developers
- Silicon manufacturers
- Module manufacturers
- Component vendors

Industry Support

- ***Brad Saunders, chairman of PCMCIA:*** "The ExpressCard 2.0 Standard brings a whole new level of performance to the notebook market. Users of applications such as streaming media, flash memory and large data transfers will see up to 10 times higher transfer rates using ExpressCard 2.0 Standard products. We can expect to see these products on the market in 2011."
- ***Jeff Ravencraft, president and chairman, USB-IF:*** "The new SuperSpeed USB specification offers significant performance advancements for the next generation of consumer electronics, mobile and PC platforms including notebook computers. ExpressCard developers can leverage the performance enhancements offered by both the USB and ExpressCard standards to create some exciting, innovative new products for PCs, storage and multimedia."
- ***Al Yanes, President and Chairman, PCI-SIG:*** "The PCI Express technology is an industry standard, high-performance, general-purpose serial I/O interconnect designed for use in enterprise, desktop, mobile, communications and embedded platforms. As PCI-SIG innovates this technology, PCI Express continues to address developer demands for I/O expansion, performance and scalability. Working together with PCMCIA, the ExpressCard 2.0 Standard helps these developers bring high-performance PCI Express technology to I/O modules for the notebook and other mobile applications."

Questions

Press materials available at
www.expresscard.org