



**Contact:** Bill Frank  
CompactFlash Association  
650-843-1220

## **COMPACTFLASH ASSOCIATION HOLDING FREE HOST DEVELOPER SEMINAR DURING WORLD PC EXPO**

### **CompactFlash™ and CF™ Are Today's Small Form Factor Card Standard**

Tokyo, Japan, October 17, 2000 - The CompactFlash Association is sponsoring a free Host Developer Seminar on Friday, October 20, 2000 from 12:00 to 18:00 at Tokyo Fashion Town near the Tokyo Big Sight international exhibition center.

Learn about the most widely used memory & I/O card technology and emerging applications. See how others are using this exciting memory and I/O card technology and how CompactFlash & CF-I/O cards can be used in your products. Presentations will be in Japanese and handouts will also be in Japanese. Space is limited and registration is on first come first serve basis.

#### **Seminar agenda**

<u>Start</u>	<u>End</u>	<u>Agenda Item</u>
11:30	12:00	Registration
12:00	12:10	Welcome & Introduction to the CFA
12:10	12:40	CompactFlash & CF-I/O Markets
12:40	13:40	ATA Memory & I/O Interface Modes
13:40	14:40	TrueIDE Interface Mode
14:40	15:00	Coffee Break & Product Showcase
15:00	16:00	Operating System Support
16:00	16:30	Host Connector & Ejector Systems
16:30	17:00	CF-I/O Cards (Modem, Bluetooth, etc.)
17:15	18:45	Product Showcase & Reception

CompactFlash card slots are in MORE (over 110) digital cameras, MORE (over 65) handheld/palm-size PCs and MORE (over 50) other electronic platforms including heart monitors, defibrillators, printers, MP3 players, voice recorders, etc. than any other small form factor card or module.

CompactFlash cards have MORE compatibility and have MORE interchangeable than any other small form factor card or module.

CompactFlash and CF cards have MORE data storage capacity. CompactFlash card capacities have reached 320MB. IBM's CF microdrive (being demonstrated in Canon cameras in the CFA booth) has a capacity of 1GB.

CF I/O cards provide MORE communications capability. Ethernet, modem, serial, parallel, SCSI, digital phone, Bluetooth and Ethernet wireless cards are all available.

CF cards do MORE, with wand barcode scanners, laser barcode scanners and GPS cards available.

CompactFlash and CF cards have MORE companies manufacturing them than any other small form factor card.

CompactFlash can be used to store pictures taken with any CompactFlash or PC card, ATA compatible digital camera. The photo files can then be transferred to desktop PCs from a camera's integrated USB port or through high speed, low cost reader/writers that attach to the parallel port, USB port or CF slots included in photo printers.

The ease and speed of photo file transfers will be demonstrated in the CFA booth. CompactFlash cards are currently shipping up to 320MB and provide the best storage solution for the new megapixel cameras, handheld/palm-size PC and other devices.

The CF and CompactFlash Standard ensures that today's and tomorrow's digital cameras will be compatible with even higher capacity CF cards, as they become available. The CFA has a certification program that ensures the compliance of all CompactFlash cards with the CompactFlash Specification. Products that have passed the certification program carry the CF™ logo. Compatibility and interchangeability of all CompactFlash products have been major advantages for CompactFlash. CompactFlash is the only small form factor data storage card that provides product compatibility certification ensuring users that the CompactFlash cards they buy today and in the future are all interchangeable and compatible.

In addition to CompactFlash data storage cards, there are CF cards that provide I/O capability (Bluetooth, serial, Ethernet, fax/modem, SCSI, bar code readers, etc.) and the IBM microdrive, a disk drive in a CF Type II package.

The CompactFlash storage card is an ultra-small, removable data storage system first introduced in 1994. CompactFlash cards meet all PCMCIA standards.

A CompactFlash card can be easily removed from a camera, handheld PC, Palm-size PC, AutoPC or other host system and slipped into a low cost, high transfer rate, reader/writer to move files instantaneously to a desktop PC. Files can be transferred to a notebook computer the same way or a low cost adapter is available to allow a CF card to be inserted directly into a PCMCIA card slot.

CompactFlash cards are compatible with Windows95, Windows98, Windows 2000, WindowsCE, and many other operating systems. For example, Windows automatically recognizes a CF card as an additional disk drive and assigns a drive letter to the card. All files on the CF card are then easily accessible by any application or utility software.

The CFA was founded by twelve companies in October 1995 and now has over 180 member companies. The CompactFlash Association is a non-profit, mutual-benefit corporation that promotes adoption of CompactFlash as a worldwide, ultra-small, removable data storage card standard for capturing and transporting digital data, audio and images.

The latest CompactFlash and CF+ Specification Version 1.4 incorporates I/O functions (Bluetooth, fax/modem, Ethernet, serial, SCSI, bar code reader, etc.) into the CF form factor.

The CFA, which makes the CompactFlash, CFA logo and CF logo trademarks available royalty-free to member companies, is headquartered in Palo Alto, CA.

The CF Specification is available to download free from the CFA web site at <http://www.compactflash.org>

The CFA(logo), CF(logo) and CF+ are trademarks of the CFA and are licensed royalty free to its members.

The CFA is a licensee of the CompactFlash trademark and in turn will license it royalty-free to its members.



CF logo for CompactFlash compatibility certification

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