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**COMPACTFLASH ASSOCIATION AND 42 MEMBER COMPANIES
EXHIBITING AT WORLD PC EXPO 2000**

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

Tokyo, Japan, October 17, 2000 - The CompactFlash Association is demonstrating that CF and CompactFlash cards provide MORE at World PC Expo 2000 (10/17-21/00) in booth 6500.

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.

42 CFA members are exhibiting at World PC Expo 2000. Nine in the CFA booth. Please visit the CFA in booth 6500.

Actiontec – 1100	Hitachi – 1602	Pretec - 6500
Adaptec – 630	Hitachi Maxell – 5203	Ricoh – 5502
Apacer – 1200	I/O Data Device – 6301	RATOC Systems – 6403
Atmel – 1409	IBM - 5403	RITEK – 5207
Billionton - 1108	Lexar Media – 1503	Samsung – 4103
Canon – 4202, 6500	Lucent Technologies – 1500-04	SanDisk – 6101, 6500
Casio - 4400	Matsushita (Panasonic) – 6400	Sanyo – 1602
Dane-Elec – 6500	Molex – 1500-12	Sharp - 4300
DataFab – 1500	MELCO – 6502	Solid State Systems – 6500
Epson - 3600	Motorola – 1506	Speed Tech - 6500
FEIYA Technology – 6500	NEC – 1602	TDK – 5307
Fujitsu - 1602	Olympus – 6103	Tec-hill – 1502, 6500
Hagawara Sys-Com – 4301	Pixela – 5401	Toshiba – 4402
Hewlett-Packard – 4501	Power Quotient Int'l. - 6500	Victor Company - 5105

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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