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## **COMPACTFLASH ASSOCIATION AND 30 MEMBER COMPANIES EXHIBITING AT 2002 INTERNATIONAL CES**

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

Las Vegas, NV, January 8, 2002 - The CompactFlash Association is demonstrating that CF and CompactFlash cards provide MORE at 2002 International CES (1/8-1/11) in the Las Vegas Convention Center South Hall, 3-4, booth 16637.

CompactFlash card slots are in MORE (over 200) digital cameras, MORE (over 80) handheld/Pocket PCs and MORE (over 100) 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 cards are now available with capacities of 1GB.

CF I/O cards provide MORE communications capability. Ethernet, modem, serial, parallel, digital phone, Bluetooth and 802.11b wireless LAN and many other CF+ I/O 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, FireWire port or CF slots included in photo printers.

The ease and speed of photo file transfers will be demonstrated in the CFA booth. The use of CompactFlash and CF+ VGA, Bluetooth and 802.11b LAN I/O cards in Pocket PCs will also be demonstrated. CompactFlash cards are currently shipping up to 1GBMB and provide the best storage solution for the new megapixel cameras, handheld/Pocket PCs 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.

30 CFA members are exhibiting at CES 2002, eight in the CFA booth. Please visit the CFA in LVCC South 3-4 booth 16637.

3COM LVCC - 15447	I/O Data Device – LVCC 18038	Samsung – LVCC 657
Action Star – LVCC 17450	Jess-Link – Hilton - 30646	SanDisk – LVCC 11511, 16637
Agere Systems – Hilton 4117	Kingston Technology – 4279	SCM Microsystems – LVCC 17748
Canon – 646, 16637	M-Systems – LVCC 16551	Seiko Instruments – LVCC 14525
Casio – LVCC 700	Memorex – LVCC 717	Sharp Electronics – LVCC 1026
Compaq – LVCC N239	Microsoft – LVCC 1041	SimpleTech – LVCC 16637
Delkin Devices – LVCC 16637	Nokia – Hilton HN10	SmartDisk – LVCC 13311
Eastman Kodak Co. – Riviera 103	Olympus – LVCC 10800	Symbol Technologies – LVCC 16637
EMTEC - Hilton 30314	Optosys – LVCC 16637	TDK – LVCC N235
Hewlett-Packard – LVCC 15447	Ritek – Hilton 30483	Toshiba – LVCC 1351, 16637

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, Pocket PC, Auto PC 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 190 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>

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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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