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**COMPACTFLASH ASSOCIATION AND 26 MEMBER COMPANIES
EXHIBITING AT WPC EXPO 2002**

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

Tokyo, Japan, October 16, 2002 - The CompactFlash Association is demonstrating that CF and CompactFlash cards provide MORE at WPC Expo 2002 (10/16-19/02) in booth E3301.

CompactFlash card slots are in MORE (over 255) digital cameras, MORE (over 110) handheld/PocketPCs and MORE (over 145) 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 1GB. IBM's CF+ Microdrive (being demonstrated in Canon cameras in the CFA booth) has a capacity of 1GB. CompactFlash cards provide the best storage solution for the new high megapixel cameras, PocketPCs and other devices.

CF I/O cards provide MORE communications capability. Ethernet, modem, serial, parallel, USB, digital phone, Bluetooth, VGA, GSM, FM radio and 802.11b WiFi 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 (1.1 & 2.0) ports, FireWire port or CF slots included in photo printers.

The ease and speed of file transfers will be demonstrated in the CFA booth. Ultra small CF USB 2.0 readers in combination with a CompactFlash card provide the lowest cost, fastest, most flexible solution to transferring data between PCs.

The CF and CompactFlash Specification 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, USB, 802.11b WiFi, bar code readers, etc.) and the IBM Microdrive, a disk drive in a CF Type II package.

26 CFA members are exhibiting at World PC Expo 2002, seven in the CFA booth. Please visit the CFA in booth E3301.

Canon	I/O Data Device	Samsung
Carry Computer	Lexar Media	SanDisk
Casio	Microsoft	Sanyo
Compaq Computer	NEC	Seiko Epson
DataFab	Nikon	Sharp
Fuji Photo Film	Oki Electric Ind.	Sony
Fujitsu	Olympus Optical	Toshiba
Hitachi	Pioneer	Victor Company
IBM	Ricoh	

The CompactFlash storage card is an ultra-small, removable data storage system first introduced in 1994. CompactFlash cards meet all PCMCIA standards plus provide a TrueIDE interface mode.

A CompactFlash card can be easily removed from a camera, handheld PC, PocketPC 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, WindowsXP, Mac 9.x, Mac OS-X, 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 250 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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