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For Immediate Release

## **New microSD Card Connector Introduced by 3M**

**AUSTIN, Texas – October 24, 2006** – 3M has introduced a new connector for microSD™ cards that has a 1.85 mm profile height, one of the lowest in the industry. Further, the 3M brand microSD Card Connector 2900 Series from the 3M Electronic Solutions Division measures 11 mm x 15 mm x 1 mm, with an actual footprint of 14.0 mm x 14.2 mm x 0.8 mm, the smallest form factor available. Companion to the popular microSD memory card, it offers a capture mechanism that prevents the memory card from flying out upon ejection, increasing card retention. The card is locked when mated and can be removed using the smooth push-push eject mechanism.

It is specifically designed for use in phones that use removable flash memory cards for digital audio playback, video capture and playback, and digital camera functions. It also has applications in larger systems, capable of replacing CompactFlash brand and other types of removable media used as upgradeable firmware. It is also used in gaming/amusement applications.

The 3M brand microSD Card Connector 2900 Series has a card detection indicator to indicate if the card is in the device or not and a metal shielded cover, which offers grounding and ESD protection. It offers card polarization and 15 μ inch gold contact plating. It is microSD specification compliant and RoHS (a) compliant.

### **About 3M Electronics**

3M Electronics is a leading supplier of innovative solutions to the electronics market. 3M's wide array of advanced technologies enable the company to design specialized products intended to help electronics manufacturers improve quality, reduce costs and lower emissions. The company's products help their customers connect, clean, polish, adhere, protect, transport and finish their products. 3M serves customers in numerous market segments, including

semiconductor; OEM electronics; computers and peripherals; mobile and hand-held; as well as consumer, aerospace, military, automotive and medical markets.

### **About 3M – A Global, Diversified Technology Company**

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the company's 67,000 people use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit [www.3M.com](http://www.3M.com).

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(a) "RoHS compliant" means that the product or part does not contain any of the following substances in excess of the following maximum concentration values in any homogeneous material, unless the substance is in an application that is exempt under RoHS: (a) 0.1% (by weight) for lead, mercury, hexavalent chromium, polybrominated biphenyls or polybrominated diphenyl ethers; or (b) 0.01% (by weight) for cadmium. Unless otherwise stated by 3M in writing, this information represents 3M's knowledge and belief based on information provided by third party suppliers to 3M.

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10/16/06  
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