

CONTACT:

Chad Hill / Len Fernandes  
Hill Communications/Sierra Tech PR  
925-945-7910 / 530-832-1613  
hillcomm@earthlink.net  
lencom@earthlink.net

Bill Kwong  
Addonics Technologies  
408-433-3899  
bill@addonics.com

**Addonics IDE to SD Adapter Allows Users to *Run Their Computers  
Off the Small Secured Digital Memory Card.***

SAN JOSE, CA (July 10, 2007) -- Addonics Technologies [www.addonics.com](http://www.addonics.com) today announced an IDE to SD Adapter, which allows users to read/write as well as boot their system off multiple flash media types from the IDE port.

The Addonics IDE to SD Adapter plugs directly to the IDE port for connection to the motherboard IDE channel. The small form factor of this adapter allows it to be easily mounted inside a standard 3.5-inch drive bay or a PCI slot bracket. With SD (Secure Digital), MS (Memory Stick), MS Pro Duo, MMC (Multimedia Memory Card), or RS-MMC cards inserted into the slot, the flash media is detected by the system as a hard drive that is capable of booting off an Operating System such as Windows and Linux. The adapter also supports the latest SDHC standard for high capacity SD card.

The Addonics IDE to SD Adapter is an ideal solution for users who want to make a PC that utilizes small flash memory card, for industrial PCs, embedded systems or any application that requires a simple and economical bootable SD slot. With ultra-high speed SD cards the Addonics adapter can sustain fast transfer rates of 20MB/sec.

The adapter is offered in both ivory (ADIDESDW) and black (ADIDESDB) brackets with a MSRP of \$39.99. The adapter supports both 40-pin and 44-pin IDE interfaces as well as DMA and Ultra DMA modes.

The adapter is compatible with DOS, Windows 3.1, NT4, 98SE, Me, 2000 and XP, Vista, and Linux with no drivers necessary.

The Addonics IDE to SD Adapter is available through the Addonics online store [www.shopaddonics.com](http://www.shopaddonics.com), major catalog companies, resellers, VARs and distributors, including Amazon.com, PC Connection, CDW, Buy.com, Provantage.com, Insight, and Ingram Micro.

Addonics Technologies Inc. designs, manufactures, and markets a broad line of external and mobile storage products. Addonics is headquartered at 2466 Kruse Drive, San Jose, CA 95131, Phone: 408-433-3899. Visit Addonics at [www.addonics.com](http://www.addonics.com)

All products/company names are either trademarks or trade names of their respective holders.

###