

Contact: Sue Hansen, Datakey Electronics; Phone: 952-746-4066 x323;
Fax: 952-746-4061; E-mail: sueh@datakeyelectronics.com
NEW Address: 12730 Creek View Avenue, Savage, MN 55378-2618 USA
Web Site: www.datakeyelectronics.com

FOR IMMEDIATE RELEASE

The Industry's first truly rugged high capacity portable memory system optimized for industrial embedded OEM designs!

March 29, 2006. Savage, MN – Datakey Electronics, Inc., announces the launch of its Managed-Memory™ Token – a portable data transport device specifically optimized for use in OEM systems controlled by embedded microprocessors. The new NFX-series Managed-Memory Tokens (128MByte -1GByte) are used to transport data to and from non-networked electronics that are deployed in any environment. They provide both an SPI interface for simple direct connection to microprocessors and a USB electrical interface to facilitate connection to PCs.

Datakey Electronics combines its 30-year proven rugged and reliable technology with its Managed-Memory concept to provide features that OEM embedded designers require and that mass-use consumer-type products don't offer. The efficient high-level command set, guaranteed long-term availability, system "ownership", extreme ruggedness and reliability, and user customization features uniquely combine to meet the needs of embedded systems.

The NFX Managed-Memory Token's efficient command set and on-board file management system ease the host microprocessor's load, decreasing both hardware requirements and firmware complexity. Datakey Electronics assures long-term availability by configuration-controlling the Token's electrical, mechanical and software interfaces for each OEM program. Managing the NFX token in this manner virtually eliminates the constant costly re-qualifications OEMs are experiencing due to the ever-accelerating obsolescence of mass-market memory devices. Additionally, this configuration-control effectively eliminates the need for in field updating of deployed OEM equipment due to data carrier obsolescence. As the designer/manufacturer of the entire data carrier / receptacle system, Datakey Electronics "owns" the performance of the overall system. This provides the OEM with a highly technical and proven single point of contact throughout the lifecycle of their program.

“We are extremely excited to bring the values that have made us an industry leader in embedded systems for 30-years to the memory capacity range that until now was only served by consumer-based products,” commented Datakey Electronics President, Eric Jennings. *“Managed-Memory combines all of the values that OEMs need – ruggedness, reliability, security, and ease-of-implementation, along with technical support and long-term availability. Our goal with this product was to manage all critical aspects for our customers – **manage** the file system, **manage** long-term availability, **manage** the entire data carrier/receptacle system, and **manage** the ease of implementation. The Managed-Memory Token does all that and more.”*

The NFX Token’s electronics are solid over-molded, providing extreme ruggedness. It can be soaked in water or fuels, covered in mud, autoclaved, washed, and even rolled over by a truck – it will still work. The NFX Token’s redundant contact system and 50,000 cycle mating Receptacle designs have been used successfully for more than 15 years in the most extreme conditions including military, medical, and industrial.

The NFX Managed-Memory Token helps secure the OEM’s intellectual property and revenue stream. Every Managed-Memory Token contains a factory-loaded electronic serial number and unique OEM code, allowing the OEM to secure the revenue stream from the sale of the Tokens. The NFX Token provides several OEM-customizable write-once registers that can be used for encryption seeds, one-time use flags, write protect flags, etc. for protection of on-board data and to facilitate distribution/sale of software, firmware upgrades, or “recipes.”

The SR4000 Series of mating receptacles provide a variety of mounting options, including panel mount versions that fill a definite need in OEM embedded systems. Also, a newly developed IP-rated (splash-proof, dust-proof) panel-mount receptacle is nearing release.

Datakey Electronics supports the Managed-Memory Token with a complete line of support peripherals including Development Kits designed to help embedded designers reduce R&D costs, reduce time-to-market, and reduce technical risk.

For more information on the industry’s first truly rugged high capacity memory product optimized specifically for embedded OEM system designs - the Managed-Memory Token – please contact Datakey Electronics or visit our new web-site at www.datakey.com or visit us at **Booth #1846** at the *Embedded Systems Conference* in San Jose, CA, April 4-6.

For more information about Datakey Electronics, Inc. visit our new website at:
www.datakey.com