

Press Release

Sony Introduces New Line of Ultra-High Speed SD Memory Cards



Hong Kong, February 20, 2012 – Photographers of all levels now have the perfect companion for their DSLRs with the launch of the Sony UHS-I Class 10 SD memory cards. The new series of SD memory cards from Sony boasts an Ultra-High Speed (UHS-I) interface that allows for a faster read speed of up to 94MB/s¹ and write speed of 45MB/s² to meet users' requirements when continuously shooting or recording HD videos³.

The flagship memory cards offer a high level of reliability and compatibility. The cards, which can be used with Secure Digital High Capacity (SDHC) and Secure Digital Extended Capacity (SDXC) Memory Card compatible products, are also durable, water-proof and have a wide range of operating temperatures.

These new memory cards will also feature a unique Sony File Rescue Software, which is the first in the world to support 3D movies and photos, as well as Advanced Video Coding High Definition (AVCHD) 50p video files. The software allows users to recover precious photos and movies that were accidentally deleted.

¹ Based upon Sony testing using SD Association certified testing tool. Transfer speeds vary and are dependent on host device.

² Except for the 8GB model, which has a write speed of 22MB/s

³ Memory cards maintain a Class 10 (minimum non-fragmented sequential write speed of 10MB/s) capability when used with devices not compatible with UHS-I interface

Available in storage capacities of 8GB, 16GB and 32GB, the UHS-I memory cards will be available from end of February at the suggested retail prices of HK\$178, HK\$338 and HK\$648 respectively.

For customer enquiries, please contact Sony sales and services hotline at (852) 2345-2966.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit its web site on www.sony.com.hk.

About make.believe

“make.believe” (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. “make.believe” symbolizes the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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Specifications of Sony UHS-I memory cards SF-8UX/T1, SF-16UX/T1 & SF-32UX/T1:

Model Name		SF-8UX/T1	SF-16UX/T1	SF-32UX/T1
Memory	Memory Size	8GB	16GB	32GB
	Usable Capacity (Approx.)	7.2GB (7,730,940,928 Byte)	14.4GB (15,461,881,856 Byte)	28.8GB (30,923,764,224 Byte)
Interface	SD Interface	UHS1 (SDR104)	UHS1 (SDR104)	UHS1 (SDR104)
Operating Conditions	Operating Current	800mA (Max)	800mA (Max)	800mA (Max)
	Operating Temperature Requirements	-25-+85°C (Non-condensing)	-25-+85°C (Non-condensing)	-25-+85°C (Non-condensing)
Speed	Speed Class	Class 10 (SD Speed Class)	Class 10 (SD Speed Class)	Class 10 (SD Speed Class)
		Class 1 (UHS Speed Class)	Class 1 (UHS Speed Class)	Class 1 (UHS Speed Class)
		Transfer Speed(Read) : Up to 94MB/s (SDR104)	Transfer Speed(Read) : Up to 94MB/s (SDR104)	Transfer Speed(Read) : Up to 94MB/s (SDR104)
Media/ Card	Dimensions (Approx. W x L x T)	24 x 32 x 2.1 mm	24 x 32 x 2.1 mm	24 x 32 x 2.1 mm
	Weight (Approx.)	2g	2g	2g

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