



Toshiba Announces EXCERIA PRO™ microSD Cards for High-Action Sports Enthusiasts

Latest microSD cards are waterproof, shockproof, x-ray proof and temperature proof.

Düsseldorf, Germany, 9th December 2015 – Toshiba Electronics Europe has announced the European availability of high speed microSDHC and microSDXC cards designed for use by high-action sports and adventure enthusiasts in action cameras and mobile devices. The EXCERIA PRO™ M401 microSD cards are water, shock and x-ray proof. They work across an operating temperature range of -25°C to +85°C and can safely store data at temperatures from -40°C to +85°C.

The UHS-I micro SD cards support write speeds of up to 80MB/s and read speeds of up to 95MB/s^[1] making them ideal for capturing fast action photos and videos. Support for UHS Speed Class 3 (U3)^[2], ensures they are suitable for recording and playing-back immersive video at 4K resolutions.

The cards, available in capacities of 16GB^[3], 32GB, and 64GB, are supplied with an SD card adaptor to ensure the widest variety of use options.

Also included is a licence for a data recovery software package that enables users to recover content deleted from the card. The software supports a wide range of languages and operating systems. A 5-year standard limited warranty delivers peace of mind when using the SD cards to capture and store precious memories.

Notes:

[1] Read and write speeds may vary depending on reading / writing device and the file types and sizes being read / and or written.

[2] UHS Speed Class 3 certification guarantees 30 MB/s min. write performance for video recording on UHS-I and UHS-II interfaces. Speed Class 10 certification guarantees 10MB/s min. write performance for video recording on standard SD interface.

[3] One Gigabyte (1GB) means $10^9 = 1,000,000,000$ bytes using powers of 10. A computer operating system, however, reports storage capacity using powers of 2 for the definition of $1GB = 2^{30} = 1,073,741,824$ bytes and therefore shows less storage capacity. Available storage capacity (including examples of various media files) will vary based on file size, formatting, settings, software and operating system and other factors.

* EXCERIA is a trademark of Toshiba Corporation

###

About Toshiba Electronics Europe

[Toshiba Electronics Europe](#) (TEE) is the European electronic components business of [Toshiba Corporation](#), which is ranked among the world's largest semiconductor vendors. TEE offers one of the industry's broadest IC and discrete product lines including high-end memory, microcontrollers, ASICs and ASSPs for automotive, multimedia, industrial, telecoms and networking applications. The company also has a wide range of power semiconductor solutions as well as storage products including HDDs, SSDs, SD Cards and USB sticks.

TEE was formed in 1973 in Neuss, Germany, providing design, manufacturing, marketing and sales and now has headquarters in Düsseldorf, Germany, with branch offices in France, Italy, Spain, Sweden and the United Kingdom. TEE employs approximately 300 people in Europe. Company president is Mr. Takashi Nagasawa.

For more company information visit TEE's web site at www.toshiba.semicon-storage.com.

For more information on the full range of retail memory products visit www.toshiba-memory.com.

Contact details for publication:

Toshiba Electronics Europe, Hansaallee 181, D-40549 Düsseldorf, Germany

Tel: +49 (0) 211 5296 0 Fax: +49 (0) 211 5296 79197

Web: www.toshiba-memory.com/cms/en/meta/press_center/press_releases.html

E-mail: memory_cards@toshiba-components.com

Contact details for editorial enquiries:

Barbara Mutz-Gutorski, Toshiba Electronics Europe

Tel: +49 (0) 211 5296 576

E-mail: BMutzGutorski@tee.toshiba.de

Issued by:

Matt Wilkinson / Georgia Sorrel, Pinnacle Marketing Communications Ltd,

Tel: +44 (0) 20 8429 6548/+44 (0) 20 8429 6549 Fax: +44 (0) 20 8868 4373

Web: www.pinnacle-marketing.com

E-mail: m.wilkinson@pinnaclemarcom.com or g.sorrel@pinnaclemarcom.com

December 2015

Ref. 6814/A