



Toshiba Extends Family of High-Performance Memory Cards for Photography Professionals, Advanced Amateurs and Sports Enthusiasts

Latest cards - including world's fastest microSD – suit high-speed photography and high-resolution video

Düsseldorf, Germany, 14th March 2016 – Toshiba Electronics Europe has announced a new range of ultra-high-performance EXCERIA PRO™ UHS-II microSD cards alongside extensions to the company's high-end EXCERIA PRO SD and EXCERIA™ microSD and SD card line-up. The new microSD and SD cards will support the high-performance requirements of professional and advanced amateur photographers. They are also ideal for 'high action' sports enthusiasts looking to capture live fast-action photos or videos while keeping data transfer times to the absolute minimum.

EXCERIA PRO cards are designed to meet needs of the highest levels of camera performance and are supplied with a data recovery software package. The new EXCERIA

PRO microSD M501 additions to this family are UHS-II-compliant microSDHC and microSDXC cards that meet the UHS Speed Class 3 (U3)^[1] standard and offer read/write speeds of 270MB/s and 250MB/s^[2] respectively. This makes them the world's highest speed^[3] microSD memory cards. As a result, these cards are the ideal choice for high-speed photography and the recording and playback of video at resolutions up to 4K. The microSD M501 cards come with an SD UHS-II adaptor^[4].

The new 128GB^[5] EXCERIA PRO N401 SDXC UHS-I-compliant card also meets the UHS Speed Class 3 standard and features respective read and write speeds of 95MB/s and 75MB/s.

Toshiba's mainstream high-performance EXCERIA family has also been extended through the addition of UHS-I-compliant EXCERIA M302 microSD and EXCERIA N302 SD cards. These cards meet the requirements of UHS Speed Class 3 (U3) certification and support maximum read speeds of 90MB/s.

All microSD cards of the EXCERIA PRO and EXCERIA family are shock-, water-, temperature- and X-ray-proof^[6].

The new UHS-II-compliant EXCERIA PRO microSD cards are available in multiple storage sizes up to 64GB. Storage capacity options for the new UHS-I-compliant EXCERIA and EXCERIA PRO microSD and SD cards are 16GB, 32GB, 64GB and 128GB.

All cards are backed by a five-year standard limited warranty and will be available in Q2, 2016.

Notes:

^[1] 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.

^[2] Speed quoted is that of the 16GB card. Read and write speeds may vary depending on reading / writing device and the file types and sizes being read / and or written.

^[3] Toshiba tests as of January 6th, 2016.

^[4] EXCERIA PRO microSD M501 UHS-II adaptor is backward compatible with UHS-I devices.

^[5] 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.

^[6] Waterproof (compatible with IPX7), shockproof (passed 5m droptest), X-ray proof (compatible with ISO7816-1), temperature (operating environment) -25°C to 85°C.

* EXCERIA and EXCERIA PRO are trademarks of Toshiba Corporation

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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.

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