



Lexar Introduces Industry's First 1000x Memory Card

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Key Messages:

- Industry's first 1000x memory card provides ultimate professional-level performance and dramatically accelerates workflow both in-camera and when transferring images from the card to a host computer for editing
- Delivers minimum guaranteed sustained read speed of 150MB per second, enabling capture of high-quality images and flawless 1080p full-HD and 3D video*
- Lexar® Professional 1000x CompactFlash® card supports the Video Performance Guarantee (VPG-20) specification to enable professional-quality video capture at high frame rates with no dropped frames
- Provides outstanding performance, reliability, and compatibility, and comes with award-winning Image Rescue® software to help recover lost or deleted files**

Multimedia Elements:

- [Lexar Image Gallery](#)
- [Supporting Product Info](#)

FREMONT, Calif., Jan. 5, 2012 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the industry's first 1000x memory card, the Lexar® Professional 1000x CompactFlash® (CF) card. The new card provides professional photographers and advanced photo and video enthusiasts with blazing-fast 150MB per second minimum guaranteed sustained read speed.* The Lexar Professional 1000x CF card will be available in 16GB, 32GB, 64GB, and 128GB capacities, and supports the VPG-20 specification, meaning the card has been tested and guaranteed for professional video capture streams at up to 20MB per second, ensuring professional-quality video at high frame rates with no dropped frames. In addition, the Lexar Professional 1000x CF memory card helps accelerate the digital photography workflow, helping clear the camera's buffer for uninterrupted shooting and quickly transferring images and video from the memory card to the computer, when paired with a UDMA 7-enabled reader such as the [Lexar Professional USB 3.0 Dual Slot Reader](#). For additional information about the Lexar Professional 1000x CF card, visit www.lexar.com.

"Lexar Professional CF cards are the only media I trust to capture my video images. With a significant performance upgrade and VPG-20 support, I can spend more time behind the camera and less time waiting for footage to transfer," said Lexar Elite Videographer Alex Buono, who is acclaimed for his video production work on *Saturday Night Live*. "Lexar has always understood how professionals shoot, manage, and edit their captured content, offering the tools and technologies to make the job faster and more efficient. The Professional 1000x CF card will help ensure that a memory card is never the bottleneck in the creative process."

The Lexar Professional 1000x CF memory card is compatible with all UDMA CF and CF devices. The card includes the latest version of award-winning Image Rescue® software to help recover lost or deleted photo and video files, even if they've been erased or the card has been corrupted.**

"Professional photographers who shoot both photos and video look to Lexar for storage solutions that will enhance their digital workflow and remove the obstacles that stand in the way of the creative process," said Manisha Sharma, director of product marketing for cards, Lexar. "The Lexar Professional 1000x CF card offers some of the best performance available, not only for use in-camera, but also when moving images and video from the card to a computer for editing and processing. Our goal is to allow shooters to focus on capturing great shots, including high-resolution images and HD or 3D video, instead of using up precious time processing in the studio."

The Lexar Professional 1000x CF card provides consumers with the quality and reliability they have come to expect from Lexar. All product designs are tested in the Lexar Quality Labs to ensure performance, quality, compatibility, and reliability with more than 800 intended digital devices.

All Lexar Professional cards include a limited lifetime warranty and free, dedicated professional technical support. The new Lexar Professional 1000x CF card will be available in February, with MSRP's of \$169.99 (16GB), \$299.99 (32GB), \$529.99 (64GB), and \$899.99 (128GB).

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About Lexar

Lexar is a leading global brand of Lexar Media, Inc., a subsidiary of Micron Technology, one of the largest semiconductor manufacturers worldwide. Lexar offers industry-leading products in all major flash memory categories, including USB flash drives, innovative backup drives, high-performance memory cards for photography, and all popular form factors of memory cards for mobile devices. Lexar products are available worldwide at major retail and e-tail stores, and at www.lexar.com. For more information about Lexar products, visit www.lexar.com.

The Lexar/Crucial logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=6945>

Lexar. When Memory Matters.™

About Micron

Micron Technology, Inc. is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets a full range of DRAM, NAND and NOR flash memory, as well as other innovative memory technologies, packaging solutions and semiconductor systems for use in leading-edge computing, consumer, networking, embedded and mobile products. Micron's common stock is traded on the NASDAQ under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

*Minimum 150MB/s read transfer, write speeds lower. Speeds based on TestMetrix certified tester. Actual sustained speed may vary depending on host device.

**Image or other data recovery is not 100% guaranteed.

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