



Lexar Introduces SDHC and SDXC UHS-I Memory Cards to Enhance Performance for Photographers and Videographers

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Key Messages:

- Range of high-speed, high-capacity memory cards, including the industry's first 128GB SDXC™ UHS-I memory card, improve the experience of capturing, storing, and transferring high-quality photos and 1080p HD videos
- Professional SDHC™ and SDXC™ UHS-I memory cards offer high-speed performance, with 600x (90MB per second) and 400x (60MB per second) minimum guaranteed transfer speeds*
- Include 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**

Multimedia Elements:

- [Lexar Image Gallery](#)
- Supporting Product Information
 - [Lexar Professional 600x SDXC UHS-I](#)
 - [Lexar Professional 600x SDHC UHS-I](#)
 - [Lexar Professional 400x SDXC UHS-I](#)
 - [Lexar Professional 400x SDHC UHS-I](#)

FREMONT, Calif., Jan. 9, 2012 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today introduced new Lexar® Professional 600x and 400x Secure Digital High Capacity (SDHC™) and Secure Digital Extended Capacity (SDXC™) Ultra High Speed I (UHS-I) memory cards, including the industry's first 128GB SDXC UHS-I card. The cards offer outstanding performance, reliability, and compatibility for professional and enthusiast photographers and videographers alike, maximizing the digital workflow experience of capturing and managing large volumes of high-quality images and extended lengths of 1080p full-HD video.

The Lexar Professional 600x and 400x SDHC and SDXC cards leverage UHS-I technology, and offer an impressive 90MB per second and 60MB per second minimum guaranteed transfer speed, respectively.* Compatible with all SDHC and SDXC devices, the cards help 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, especially when paired with a compatible card reader, such as the [Lexar® Professional USB 3.0 Dual-Slot Reader](#). The Lexar Professional 600x UHS-I cards are offered in capacities of 16GB, 32GB, and 64GB, and the new Lexar Professional 400x UHS-I cards are available in capacities of 8GB, 16GB, 32GB, 64GB, and 128GB, making them great solutions for capturing sustained, rapid-fire images and extended lengths of 1080p high-definition (HD) video with an SDXC- or SDHC-enabled camera.

"The speed of my workflow is a top concern since it can ultimately impact my business. How efficiently I take and edit my images determines how quickly I can deliver them to my clients," said Lexar Elite Photographer Chris McLennan, who is world-renowned for his travel and adventure photography. "Lexar Professional memory solutions have always been a critical part of my workflow, and they enhance my capture and post-production experience while keeping my images safe. If you're a professional looking for the combination of speed, capacity, and reliability in a memory card, the Lexar Professional 600x and 400x SDXC and SDHC UHS-I memory cards are great options."

"Professional and hobbyist photographers and videographers are always seeking ways to improve how they capture, store, and transfer their captured content," said Pachi Chen-Wong, senior product marketing manager, Lexar. "Lexar Professional 600x and 400x SDXC and SDHC UHS-I memory cards offer high-performance read and write speeds, making them great options for shooters who need solutions that help them shorten the process of capturing, managing, and editing content, so they can focus more of their time and energy on getting great images and video."

The cards include the latest version of [Image Rescue® 4 software](#) to help with the recovery of lost or deleted photo and video files, even if they've been erased or the card has been corrupted,** as well as a limited lifetime warranty and free, dedicated professional technical support. All Lexar product designs are tested in the [Lexar Quality Labs](#) to ensure performance, quality, compatibility, and reliability with more than 800 intended digital devices.

Lexar Professional 600x UHS-I cards will have MSRPs of \$74.99 (16GB), \$124.99 (32GB), and \$269.99 (64GB). The 16GB and 32GB Professional 600x UHS-I cards will be available in February, and the 64GB capacity will be available in March. Lexar Professional 400x SDHC and SDXC UHS-I memory cards will be available in February with MSRPs of \$34.99 (8GB), \$49.99 (16GB), \$79.99 (32GB), \$179.99 (64GB), and \$299.99 (128GB). For additional information about Lexar Professional products, visit www.lexar.com.

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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.

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

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

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