



## Lexar High-Performance microSDXC 600x UHS-I Memory Card Enhances Mobile Video Capabilities

September 5, 2013 at 12:00 AM EDT

### Key Messages:

- Delivers high read transfer speeds up to 600x (90MB per second)\*
- 64GB capacity enables users to store up to eight hours of HD video as well as thousands of photos and songs\*\*
- Includes a USB 3.0 reader for high-speed file transfer rates from memory cards to a PC or Mac® computer

### Multimedia Elements:

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

BERLIN, Sept. 5, 2013 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the 64GB Lexar® High-Performance microSDXC™ UHS-I card with read transfer speeds up to 600x (90MB per second).\* Designed to enhance the mobile video capabilities of smartphones, tablets, and sports camcorders, the Class 10 microSDXC UHS-I card allows users to capture, store, play back, and transfer up to eight hours of 1080p full-HD video and thousands of photos and songs.\*\*

"Over the past decade, mobile technologies including smartphones, tablets, and action video cameras have become an integral part of everyday life — and new capabilities are continually being added to enhance these technologies. Mobile devices offer convenience for business and personal needs, as well as the ability to capture those special, every day moments," said Adam Kaufman, product marketing manager, Lexar. "The Lexar High-Performance microSDXC UHS-I card provides users with a premium mobile solution that allows them to spend less time offloading their increasingly large files and more time capturing those important moments while they're on the go."

The Lexar High-Performance microSDXC UHS-I card comes with a USB 3.0 reader to enable high-speed file transfer rates from card to a computer. Lexar memory card designs undergo extensive testing in [the Lexar Quality Labs](#) to ensure performance, quality, compatibility, and reliability with more than 1,100 digital devices. The 64GB High-Performance microSDXC UHS-I card comes with a limited lifetime warranty. The reader is also backwards compatible with USB 2.0 ports and comes with a one-year limited warranty.

Available for purchase from Lexar.com and leading e-tail outlets worldwide, the 64GB Lexar High-Performance microSDXC UHS-I card will be available with an MSRP of \$99.99. For additional information about Lexar products, visit [www.lexar.com](http://www.lexar.com).

*Follow us online!*

Twitter: <http://twitter.com/lexarmemory>

YouTube™ [www.youtube.com/lexarmediainc](http://www.youtube.com/lexarmediainc)

Facebook: [www.facebook.com/LexarMedia](http://www.facebook.com/LexarMedia)

### About Lexar

Lexar is a global brand of Micron Consumer Products Group, Inc., a subsidiary of Micron Technology, Inc. (Nasdaq:MU), one of the largest memory manufacturers in the world. Lexar® products include industry-leading memory cards for photography and video, card readers, high-performance USB flash drives, and memory cards for mobile devices. Lexar products are available worldwide at major retail and e-tail stores, and at [www.lexar.com](http://www.lexar.com). For more information or support, visit [www.lexar.com](http://www.lexar.com).

### 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](http://www.micron.com).

\*Up to 90MB/s read transfer, write speeds lower. Speeds based on TestMetrix certified tester. x=150KB/s.

\*\*Assumes 8-megapixel JPEG. 128-kbps MP3 audio. HD 1080p@24fps (5 Mbps) video. 24,800 photos and 14,200 songs. Actual number of photos, songs, and video hours will vary depending on camera/device model, format resolution and compression, usable capacity, and bundled software.

©2013 Micron Consumer Products Group, Inc. All rights reserved. Information is subject to change without notice. Lexar, the Lexar logo and When Memory Matters are trademarks or registered trademarks of Micron Consumer Products Group, Inc. All other brand or product names are trademarks or registered trademarks of their respective holders.

CONTACT: Media Contact:

Andrew Rodger

Matter Communications

(978) 499-9250 x233

Andrew@matternow.com

[www.lexar.com](http://www.lexar.com)