



Lexar High-Performance microSDHC UHS-I Memory Cards Offer Uninterrupted HD and 3D Video Capture

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Key Messages:

- Designed for use in sports camcorders, smartphones, and tablets, the new Lexar® High-Performance microSDHC™ UHS-I card delivers read transfer speeds up to 600x (90MB per second)*
- Store up to 4 hours of HD video; 12,900 photos; or 7,400 songs**
- Comes with a USB 3.0 reader that lets users quickly transfer their photos and videos from the card to a computer quickly and easily

Multimedia Elements:

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

FREMONT, Calif., Jan. 8, 2013 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the Lexar® High-Performance microSDHC™ UHS-I card with transfer speeds up to 600x (90MB per second). * Designed to enhance the mobile video capabilities of sports camcorders, smartphones, and sports tablets, the Class 10 UHS-I card allow users to capture and store up to 4 hours of HD video; 12,900 photos; or 7,400 songs.**

"With each new high-definition camera introduced to the market there are enhanced capabilities added, enabling people to capture more of the action than previously possible, especially photos and videos captured on today's popular HD sportscams. Additionally, mobile phones have become an essential tool to help capture those unexpected moments people just don't want to forget," said Adam Kaufman, product marketing manager, Lexar. "The Lexar High-Performance microSDHC UHS-I card provides consumers with a complete solution to efficiently store and manage their important mobile content, no matter the mobile device used to capture it."

The Lexar High-Performance microSDHC UHS-I card comes with an ultra-compact USB 3.0 reader that lets users achieve the maximum performance of the 600x card during transfer of their photos and videos from the card to a PC or Mac® computer quickly and easily. The reader is also backwards compatible with USB 2.0 ports.

Lexar works with major mobile device manufacturers to ensure cards are compatible with their solutions. Furthermore, Lexar memory card designs undergo extensive testing in the [Lexar Quality Labs](#) to ensure performance, quality, compatibility, and reliability with more than 800 digital devices. The 16GB and 32GB High-Performance microSDHC UHS-I cards come with a limited lifetime warranty, and the included USB 3.0 reader comes with a one-year limited warranty.

Available for purchase from [Lexar.com](#) and leading e-tail outlets worldwide, the Lexar High-Performance microSDHC UHS-I card has MSRPs of \$39.99 (16GB) and \$69.99 (32GB). For additional information about Lexar mobile memory solutions, visit [www.lexar.com](#).

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About Lexar

Lexar is a global brand of Micron Consumer Products Group, Inc., a subsidiary of Micron Technology, Inc., 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](#). For more information or support, visit [www.lexar.com](#).

Lexar. When Memory Matters.™

The Lexar/Crucial logo is available at <http://www.globenewswire.com/newsroom/prs/2pkgid=6945>

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](#).

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

****Based on 32GB capacity. 8-megapixel JPEG. 128-kbps MP3 audio. HD 1080p@24fps (5 Mbps) video. Actual number of photos, songs, and minutes will vary depending on camera/device model, format resolution and compression, usable capacity, and bundled software.**

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