



New Lexar Professional 1100x XQD Card Propels Photographers Into the Next Generation of High-Performance Shooting

January 7, 2013

Key Messages:

- Lexar Professional XQD card offers a minimum guaranteed read transfer speed of 1100x (168 MB/s)*
- New XQD card leverages PCI Express technology to capture high-quality images, 1080p full-HD and 3D video, and up to 100 frames in RAW format in continuous shooting mode**
- New XQD Reader leverages SuperSpeed USB 3.0 technology to provide fast transfers, up to five times faster than USB 2.0***
- With its thin, portable design, the XQD Reader is an excellent choice for professional photographers and videographers who are in the studio or on the go

Multimedia Elements:

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

FREMONT, Calif., Jan. 7, 2013 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today introduced the Lexar® Professional 1100x XQD™ card and XQD USB 3.0 Reader for professional photographers and videographers and advanced photo and video enthusiasts. Available in capacities of 32GB and 64GB, the Lexar Professional 1100x XQD card adheres to the XQD specification for next-generation DSLR camera models backed by Nikon and Sony. The Lexar Professional XQD card delivers a minimum guaranteed read transfer speed of 1100x (168MB per second)* allowing users to quickly capture and store high-quality images, 1080p full-HD and 3D video, and up to 100 frames in RAW format in continuous shooting mode.** Smaller and more rugged than other card formats, the Lexar Professional 1100x XQD card provides exceptional resilience to water, temperature, shock, and vibration, making it an excellent choice for shooting in extreme conditions.

The Lexar Professional XQD USB 3.0 Reader is a compact and portable card reader that leverages SuperSpeed USB 3.0 technology to provide high-speed file transfers from an XQD card to computer. Its sleek design with smooth contours allows the reader to easily slip in and out of briefcases and photo bags, and an LED activity light lets users know when data is being transferred.

"The XQD standard is an evolution in the technology of high-performance memory cards and Lexar is dedicated to providing its users with industry-leading solutions that improve the way they capture images and video," said Adam Kaufman, product marketing manager, Lexar. "Smaller and more rugged than many card formats, the Lexar Professional 1100x XQD card is an excellent option for the adventurous outdoor photographer. By pairing the Professional 1100x XQD card with the XQD USB 3.0 Reader, professionals will experience a dramatically accelerated workflow that will cut down post-production time to get them back to the business of photography."

Lexar works with major camera manufacturers to ensure Professional memory cards are compatible with their solutions. All Lexar memory card designs undergo extensive testing in the [Lexar Quality Labs](#) to ensure performance, quality, compatibility, and reliability with more than 800 digital cameras and memory card devices. Lexar Professional 1100x XQD card comes with a limited lifetime warranty, and includes downloadable Image Rescue® 4 software to help recover lost or deleted photo or video files.****

The Lexar Professional 1100x XQD card and XQD USB 3.0 Reader will be available for purchase in January from Lexar.com and leading e-tail outlets worldwide. The Lexar Professional 1100x XQD card will have MSRPs of \$299.99 (32GB) and \$579.99 (64GB), and the XQD USB 3.0 Reader will have an MSRP of \$44.99. For additional information about Lexar products, 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/?pkgid=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.

*Minimum 168MB/s read transfer, write speeds lower. Speeds based on internal testing. Actual sustained speed may vary depending on host device. x=150KB/s.

**With capture of compressed 12-bit NEF (RAW) images. Based on Nikon research.

***Transfer speed rating based on USB 3.0 SuperSpeed specification. Actual speeds vary based on system configuration.

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

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