



Lexar High-Performance 600x UHS-I Memory Card Offers High Performance to Dramatically Accelerate Workflow

January 7, 2013

Key Messages:

- New 256GB Lexar® Professional 600x SDXC UHS-I memory card provides world's largest capacity SDXC card for capturing, storing, and transferring high-quality images, and extended lengths of 1080p HD and 3D video content
- UHS-I technology offers impressive high-speed performance, with 600x (90MB/s) minimum guaranteed read transfer speed*
- Includes downloadable Image Rescue® 4 software to recover lost or deleted photo and video files

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 announced the 256GB Lexar® Professional 600x SDXC™ UHS-I card. The Class 10 card offers a 90MB* per second minimum guaranteed read transfer speed to give photographers and videographers the ability to capture extended lengths of 1080p HD and 3D video and high-quality images. When paired with a compatible card reader, such as the [Lexar® Professional USB 3.0 Dual-Slot Reader](#), the Professional 600x SDXC card helps photographers zip through post-production with high-speed card-to-computer file transfer, improving workflow and enabling them to shoot longer.

"With the growing demands of HD and 3D video capabilities, today's professional photographers and videographers need to be equipped with a high-performance and high-capacity memory card to meet the needs of their clients," said Manisha Sharma, director of product marketing, Lexar. "By using the 256GB Lexar Professional SDXC UHS-I card, professionals can leverage all the latest camera features available for capturing high-quality video and images, without having to worry about time spent changing cards or transferring content to the computer. We want our customers to make the most of their time out on the field."

"Small capacity cards are not efficient for shooting a lot of HD and 3D video. Constantly having to change cards eats away at time spent behind the camera, and also means I'll have to spend more time transferring the content from each card to my computer," said Lexar Elite Photographer David Honl. "Lexar cards help improve my workflow by giving me the mix of capacity and performance that allows me to shoot longer and spend less time transferring my videos and images."

The Lexar Professional 600x 256GB SDXC UHS-I card includes the latest downloadable version of [Image Rescue® 4 software](#) to help recover lost or deleted photo and video files, even if they've been erased or the card has been corrupted.** All Lexar memory card designs are tested in the [Lexar Quality Labs](#) to ensure performance, quality, compatibility, and reliability with more than 800 digital cameras and memory card devices. The Professional 600x SDXC UHS-I card comes with a limited lifetime warranty and free dedicated professional technical support.

The 256GB Lexar Professional 600x SDXC UHS-I card will be available in January for purchase with an MSRP of \$999.99 from Lexar.com and leading retail and e-tail outlets worldwide. For additional information about Lexar Professional products, visit www.lexar.com.

Follow us online!

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

YouTube™ www.youtube.com/lexarmediainc

Facebook: www.facebook.com/LexarMedia

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 60MB/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.

©2013 Micron Consumer Products Group, Inc. All rights reserved. Information is subject to change without notice. Lexar, the Lexar logo, Image Rescue, 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