



Lexar Introduces High-Performance microSDHC UHS-I and microSDXC UHS-I Memory Cards for Mobile Devices

September 18, 2012

Key Messages:

- Designed for use in smartphones, tablets, and sports camcorders, new Lexar High-Performance 32GB microSDHC™ UHS-I and 64GB microSDXC™ UHS-I cards deliver read transfer speeds up to 45MB per second (300x)*
- Comes with a USB 3.0 reader that enables users to quickly play back and transfer their favorite media files
- A great option for adventure seekers and adrenaline junkies, the High-Performance cards make it easy to capture up to eight hours** of HD action and share it with friends faster

FREMONT, Calif., Sept. 18, 2012 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today introduced the Lexar® High-Performance microSDHC™ UHS-I and microSDXC™ UHS-I memory cards for smartphones, tablets, and sports camcorders. The UHS-I cards carry a Class 10 speed classification, and deliver read transfer speeds up to 300x (45MB per second),* allowing users to quickly capture, store, play back, and transfer their favorite media files, including 1080p full-HD and 3D video.

Designed for adventure seekers and adrenaline junkies, these cards enable outdoor enthusiasts to capture up to eight hours of their greatest moments in HD and share it with friends faster. Users can also store up to 24,800 photos or 14,200 songs,** and when paired with the included USB 3.0 reader, get fast transfer rates from their memory card to their PC or Mac® computer.

"Mobile devices are increasingly being used to capture all of life's important moments, and the expectation to capture high-quality video is becoming the norm, so people need a reliable and efficient way to store and manage this content," said Manisha Sharma, director of product marketing, Lexar. "High-capacity, high-speed storage solutions like the Lexar High-Performance microSDHC UHS-I and microSDXC UHS-I cards give people the right mix of capacities and transfer speeds to let them record these events and relive them later, quickly and easily."

"The design of our new 64GB microSDXC card was made possible by utilizing Micron's newest, 64Gbit, 20nm process technology NAND flash memory. Together with creative die-stacking techniques and uniquely engineered firmware in our UHS-I capable controller, Lexar was able to design and produce this product at the 300x performance level to meet the needs of our customers. Our total High-Performance retail solution — which includes an ultra-compact USB 3.0 microSD high-speed reader — achieves an optimal blend of price and performance demanded by our retail customers that focus on video capture and quick file offloading to a PC and the Internet," said Wes Brewer, vice president, products and technology for Lexar.

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 32GB High-Performance microSDHC UHS-I and 64GB High-Performance microSDXC UHS-I memory cards come with a limited lifetime warranty, and the included USB 3.0 reader comes with a one-year limited warranty.

Lexar High-Performance microSDHC UHS-I and microSDXC UHS-I memory cards will be available for purchase in November with MSRPs of \$69.99 (32GB) and \$139.99 (64GB) from Lexar.com and leading e-tail outlets worldwide. 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.

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

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.

*Up to 45MB/s read transfer, write speeds lower. Speeds based on TestMetrix certified tester. x=150KB/s.

**Based on 64GB 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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