



Lexar Announces Industry's First 256GB SDXC UHS-I Memory Card

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Key Messages:

- Industry-first 256GB SDXC UHS-I memory card provides world's largest capacity for capturing, storing, and transferring high-quality images, as well as extended lengths of 1080p HD and 3D video content
- UHS-I technology enables high performance with 400x (60MB per second) minimum guaranteed sustained read transfer speed*
- Leverages SD 3.0 specification to address the workflow needs of professional photographers and videographers

Multimedia Elements:

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

FREMONT, Calif., Sept. 17, 2012 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today introduced the industry's first 256GB Secure Digital Extended Capacity (SDXC™) UHS-I memory card, the Lexar® Professional 400x SDXC UHS-I card. The Class 10 card leverages the SD 3.0 specification to dramatically accelerate workflow and allows photographers to capture, store, and transfer a large number of high-quality photos and extended lengths of 1080p full-HD and 3D video with a minimum guaranteed sustained read transfer speed of 60MB per second.* When paired with a compatible card reader, such as the [Lexar® Professional USB 3.0 Dual-Slot Reader](#), the Professional 400x SDXC card quickly and reliably transfers images and video from the memory card to the computer.

"Professional photographers and videographers are being tapped to capture more HD video, in addition to still photos, when out on assignment. These new demands often leave them with less time and resources to shoot," said Manisha Sharma, director of product marketing, Lexar. "High-performance, high-capacity cards like this one enables these photographers to gain back time normally wasted on changing cards or transferring images."

"By utilizing Micron's industry-leading, 128Gb, 20nm NAND flash memory process technology, Lexar is the first to market a 256GB SDXC card," said Wes Brewer, vice president, products and technology for Lexar. "Using a combination of creative die-stacking techniques and uniquely engineered firmware in our UHS-I capable controller, we were able to design and produce this product sooner than our competition. With the introduction of this product, we have achieved the optimal blend of price and performance desired by our retail and non-retail customers."

The Lexar Professional 400x 256GB SDXC UHS-I card includes a free copy of the latest version of award-winning [Image Rescue® 4 software](#) to help with the recovery of 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 400x SDXC UHS-I card comes with a limited lifetime warranty and free dedicated professional technical support.

The Lexar Professional 400x 256GB SDXC UHS-I card will be available in October for purchase with an MSRP of \$899.99 from Lexar.com and leading retail and e-tail outlets worldwide. For additional information about Lexar Professional 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.

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.

*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.

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