



Lexar Introduces World's First Professional Workflow Reader Solution That Transfers Images From Up to Four Memory Cards at Once

September 5, 2013

Key Messages:

- Dramatically accelerates workflow by transferring video and images from up to four memory cards simultaneously while using just one USB 3.0 port
- Modular design supports popular memory card formats, including XQD, UDMA 7 CompactFlash, SDHC UHS-I and SDXC UHS-I
- Enables videographers and photographers to future-proof their workflow setup with ability to integrate new memory card formats as they become available

Multimedia Elements:

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

BERLIN, Sept. 5, 2013 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the Lexar® Professional Workflow Reader Solution, the only solution that transfers video and images from up to four memory cards at once using just one USB port. The solution includes a four-bay reader hub compatible with popular card formats, such as XQD™, UDMA 7 CompactFlash® (CF), Secure Digital Extended Capacity™ (SDXC) Ultra High Speed-I (UHS-I), and Secure Digital High Capacity™ (SDHC) UHS-I.

The Lexar Professional Workflow Reader Solution allows users to mix and match readers in the hub. The readers are sold separately so users can configure the hub into an ideal solution that meets their individual workflow needs:

- Lexar Professional Workflow HR1 (Four-Bay USB 3.0 Reader Hub)
- Lexar Professional Workflow SR1 (SDHC UHS-I and SDXC UHS-I USB 3.0 Reader)
- Lexar Professional Workflow CFR1 (UDMA 7 CompactFlash USB 3.0 Reader)
- Lexar Professional Workflow XR1 (XQD USB 3.0 Reader)

"The new Lexar Professional Workflow Reader Solution is a game changer, and will surpass many expectations as to what a card reader can add to a photographer's workflow process," said Lexar Elite Photographer Scott Kelby, a leading voice in photo editing and processing. "In today's digital imaging industry, speed is the major factor that impacts all photographers and videographers. This product has been cleverly designed with a wonderful fit and finish, and once again demonstrates how Lexar is listening to its customers and delivering the kind of innovative products photographers need to stay on top in this highly competitive business."

The Lexar Professional Workflow Reader Solution transfers RAW images, high-res photos, and HD, 3D, and 4K video files at USB 3.0 speeds when using a USB 3.0 port. The modular design of the Professional Workflow Reader Solution makes it adaptable to changing technologies for future use, including new and emerging memory card formats.

"Photographers and videographers constantly struggle with improving and adjusting the efficiency of their personal workflows, and the growing number of memory card formats make this even more challenging," said Adam Kaufman, product marketing manager, Lexar. "We designed the Lexar Professional Workflow Reader Solution to allow users to build a completely unique system that suits their needs so they can get to editing and shooting sooner. Whether photographers or videographers are shooting on four cards of the same format, or four different types of cards, the Lexar Professional Workflow Reader Solution lets them offload work faster, greatly reducing the time spent moving content from a card to a computer."

The Lexar Professional Workflow Reader Solution comes with a two-year limited warranty, is compatible with both PC and Mac® systems, and is available for purchase from Lexar.com and leading retail and e-tail outlets worldwide. The Four-Bay USB 3.0 Reader Hub has an MSRP of \$79.99 and the readers have MSRPs of \$29.99 (CFR1 and SR1) and \$44.99 (XR1). 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.

About Micron

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