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Lexar Announces New Professional 1000x microSD UHS-II Cards for Sports Camcorders, Tablets, and Smartphones

New Cards Provide High-Performance Capture, Play Back, and Transfer of Photo Files and 1080p Full-HD, 3D, and 4K Video

Key Messages:

- Leverages UHS-II (U3) technology to deliver read transfer speeds up to 1000x (150MB per second)*
- Quickly captures, plays back, and transfers hours of 1080p full-HD, 3D, and 4K video
- Includes a UHS-II USB 3.0 reader for high-speed file transfer right out of the box**
- Designed for use with sports camcorders, tablets, smartphones, and aerial cameras

Multimedia Elements:

- [Lexar Image Gallery](#)
- [Lexar Professional 1000x microSD UHS II Product Information](#)

LAS VEGAS, Jan. 6, 2015 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the new Lexar® Professional 1000x microSDHC™ and microSDXC™ UHS-II cards, offering read transfer speeds up to 150MB per second.* Designed for sports camcorders, tablets, and smartphones, the new microSD cards leverage Ultra High Speed II (U3) to provide faster capture, play back, and transfer of photo and video files. The cards are also an excellent choice for photographers needing multiple memory cards for extended use to capture aerial content with a quadcopter.

Available in 32GB, 64GB, and 128GB capacities, Professional 1000x microSD UHS-II cards can quickly capture, play back, and transfer extended lengths of the highest quality 1080p full-HD, 3D, and 4K video, making it easy to preserve more than 15 hours of your greatest moments and then relive the action.*** As with all Lexar Professional cards, a lifetime copy of Image Rescue® software is included to recover any lost or deleted files, and each card is backed by a limited lifetime warranty.****

"As the many uses for microSD cards grow and evolve, we want to provide users with the best possible workflow solution," said Adam Kaufman, director of memory card product marketing, Lexar. "The Lexar Professional 1000x microSD UHS-II cards allow users to enjoy the benefits of the latest UHS-II devices, while also performing at the maximum speed threshold of UHS-I devices, and provide exceptionally fast file transfer when used with the included reader. Whether it's with a tablet, smartphone, or quadcopter, the new Professional 1000x microSD UHS-II cards will capture and move content faster than ever before."

"While the new UHS-II technology allows us to boost read performance in our microSD product line by more than 50%, we've retained full backward compatibility to older SD 2.0 and UHS-I SDR-104 hosts, allowing consumers to have full use in older devices while benefitting from the higher read speeds of the new interface," said Wes Brewer, vice president and general manager, Lexar. "This ability, combined with a unique reader, sets the high performance Lexar Professional microSD cards miles apart from others in the market."

The Professional 1000x microSDHC and microSDXC UHS-II cards are backwards compatible with UHS-I cameras and readers at UHS-I speeds, as well as non-UHS-I devices at Class 10 speeds. Lexar Professional 1000x microSD UHS-II cards will be available in the first calendar quarter of 2015 with a MSRP of \$59.99 (32GB), \$109.99 (64GB), and \$189.99 (128GB). For more 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, storage drives, 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.™

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.

* Maximum read transfer, write speeds lower. Speeds based on internal testing. Actual performance may vary. x=150KB/s.

** Highest transfer speeds achieved only when paired with a microSD UHS-II USB 3.0 reader.

*** Based on 128GB capacity. HD 1080p@24fps (15 Mbps). Actual number of hours will vary depending on camera/device model, format resolution and compression, usable capacity, and bundled software.

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

Note: Limited lifetime warranty is limited to 10 years from purchase in Germany and France.

1GB equals 1 billion bytes. Actual usable memory capacity may vary.

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