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Lexar Introduces New Professional 2933x XQD 2.0 Card, the Fastest on the Market, to Enable the Capture of High-Resolution Video and Images

New 2933x, 1400x XQD 2.0 Cards and XQD 2.0 Reader Work in Tandem to Dramatically Accelerate Professional Workflow

Key Messages:

- Lexar Professional 2933x XQD 2.0 card is the fastest XQD card on the market with read speeds up to 440MB per second*
- New Lexar Professional 1400x XQD 2.0 card offers read speeds up to 210MB per second**
- Leverage the capabilities of the latest generation of high-definition camcorders and high-resolution DSLR cameras to capture extended lengths of 4K, 3D, and 1080p full-HD video, as well as high-quality images
- New Lexar Professional Workflow XR2 (XQD 2.0 USB 3.0 reader) dramatically accelerates workflow

Multimedia Elements:

- [Lexar Image Gallery](#)
- [Lexar Professional 2933x XQD 2.0 Supporting Product Information](#)
- [Lexar Professional 1400x XQD 2.0 Supporting Product Information](#)
- [Lexar Professional Workflow XR2 Supporting Product Information](#)

MILPITAS, Calif., Oct. 13, 2015 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today introduced the Lexar® Professional 2933x and 1400x XQD™ 2.0 cards, as well as the Lexar Professional Workflow XR2 (XQD 2.0 USB 3.0 reader) for professional videographers, photographers, and enthusiasts. The Professional 2933x XQD 2.0 is the fastest XQD card on the market today, delivering a dramatically enhanced workflow with the quickest capture and transfer performance available.

Designed for use with the latest generation of high-definition camcorders and high-resolution DSLRs, the new XQD 2.0 cards deliver read transfer speeds up to 2933x (440MB per second)* and 1400x (210MB per second)** respectively, enabling an accelerated workflow that allows users to quickly capture and store stunning, high-quality images and 4K video. These new rugged, high-speed cards support both PCI Express® Gen 2 and USB 3.0 interfaces.

"The Lexar Professional 2933x and 1400x XQD 2.0 cards provide exceptional resilience to environmental factors such as water, vibration, shock, and temperature, so they're the ideal tool for professional photographers and videographers using XQD based DSLRs, such as the Nikon 4DS, looking to capture the highest quality images or video in any environment," said Wes Brewer, vice president and general manager, Lexar. "And pairing these new cards with the Professional Workflow XR2 reader gives photographers and videographers the ability to quickly offload content and complete post-production work, so they can save time and refocus on their business and craft."

"We are happy to see Lexar's XQD 2.0 memory card announcement, as it signifies their commitment to supporting the evolution of this important technology," remarked Hiroyuki Ikegami, department manager of product planning, Nikon Corporation. "We expect our camera technology to continue alongside these very same evolutions, and along with the new Lexar XQD 2.0 card and reader line, we look forward to watching the XQD host device market grow and thrive."

The Lexar Professional Workflow XR2 (XQD 2.0 USB 3.0 reader) is compatible with both the Professional Workflow HR2 (Thunderbolt™ 2/USB 3.0 reader and storage drive hub) and Professional Workflow HR1 (USB 3.0 reader and storage drive hub).

The Lexar Professional Workflow line also consists of a selection of other memory card readers, supporting SDHC™/SDXC™ UHS-I and UHS-II, CompactFlash® UDMA 7, CFast™ and CFast 2.0 (USB 3.0 or Thunderbolt), and microSDHC™/microSD UHS-I and UHS-II formats. Products are sold separately, making it easy for users to customize their workflow solution to their unique needs. All Lexar Professional Workflow products are backed by a two-year limited warranty.

Lexar works with major camera manufacturers to ensure Professional memory cards are compatible with their products. Additionally, all Lexar memory card designs undergo extensive testing in the [Lexar Quality Labs](#) to validate performance, quality, compatibility, and reliability with more than 1,100 digital devices. Lexar Professional XQD 2.0 cards come with a limited lifetime warranty, and include a lifetime copy of Image Rescue® software to help recover lost or deleted photo or video files.***

The latest additions to the Lexar Professional XQD product line will have the following MSRPs:

- Lexar Professional 2933x XQD 2.0 card: $616.99 (128GB), $328.99 (64GB), $177.99 (32GB)
- Lexar Professional 1400x XQD 2.0 card: $191.99 (64GB), $123.99 (32GB)
- Lexar Professional Workflow XR2 (XQD 2.0 USB 3.0 reader): $44.99

All products will be available for purchase in October. 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, 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.

XQD 2.0 cards are only compatible with devices that support the XQD format. Highest transfer speed achieved only when used with an XQD 2.0 reader, indicated by a boxed USB logo on the product. Contact your device manufacturer for details.

The XQD 2.0 reader is compatible only with XQD™ 2.0 memory cards. Use with incompatible card may result in data loss. XQD 2.0 memory cards can be identified by a boxed USB logo on the card label. Contact your device manufacturer for details.

*Up to 440MB/s read transfer, write speeds lower. Speeds based on internal testing. Actual performance may vary. x=150KB/s.

** Up to 210MB/s read transfer, write speeds lower. Speeds based on internal testing. Actual performance may vary. x=150KB/s.

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

Limited lifetime warranty is limited to 10 years from purchase in Germany.

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

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