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Lexar Enhances Professional Workflow Line With New Three-Slot microSDHC/microSDXC UHS-I Reader

First-of-its-Kind Reader Allows Users to Easily Transfer Files From Three Memory Cards at Once

Key Messages:

- New microSDHC/microSDXC UHS-I USB 3.0 reader easily transfers files from up to three memory cards at once
- Designed for professional photographers, videographers, and adventure seekers who need to offload video from sports camcorders and aerial cameras
- When using four readers with the Professional Workflow hub, users can transfer video and images from up to twelve memory cards simultaneously

Multimedia Elements:

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

MILPITAS, Calif., Sept. 5, 2014 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, has enhanced its Professional Workflow line with the introduction of the new Lexar® Professional Workflow UR1, a three-slot microSDHC™/microSDXC™ UHS-I USB 3.0 reader. The new reader quickly transfers 4K video and other large media files from three cards at once.

Designed for professional photographers, videographers, and adventure seekers, the reader is a great option for those who need to offload video from sports camcorders and cameras, which require multiple memory cards for extended shooting. When populating all four bays of the customizable Lexar Professional Workflow hub, users can quickly move files from up to 12 cards at once.

"The video files that sports camcorders and aerial cameras capture are typically extremely large, and it can take a significant amount of time for users to offload content once shooting is complete," said Adam Kaufman, director of card product marketing, Lexar. "This new three-slot reader cuts down the waiting time, letting users automate the process of transferring files through concurrent downloads and ultimately view, edit, and share their content much faster."

The Lexar Professional Workflow UR1 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, including SDHC™/SDXC™ UHS-I CompactFlash® (CF), XQD™, and CFast™ 2.0, as well as two storage drives offered in 512GB and 256GB capacities. All products are sold separately, making it easy for users to create a custom setup specific to their unique workflow needs.

The new Lexar Professional Workflow UR1 reader has an MSRP of \$39.99 and will be available in October, 2014. For more information about Lexar Professional Workflow products, visit www.lexar.com/workflow.

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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.

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