



September 20, 2016

Lexar Announces 256GB High-Performance 633x microSDXC UHS-I (U3) Card

New High-Capacity Card Enables Rapid Capture and Transfer of Multimedia Content

Key Messages:

- | Premium memory solution for sports camcorders, tablets, and smartphones
- | Quickly captures, stores, plays back, and transfers media files, including 1080p full-HD, 3D, and 4K video
- | Leverages UHS-I Technology for a transfer speed up to 95MB/s*
- | Stores more than 9 hours of 4K video or 36 hours of HD video; 67,600 photos; or 58,100 songs**

Multimedia Elements:

- | [Lexar Image Gallery](#)
- | [High-Performance 633x microSDXC Card Product Information](#)

COLOGNE, Germany, Sept. 20, 2016 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the new 256GB capacity Lexar® High-Performance 633x microSDXC™ UHS-I (U3) memory card. Designed for sports camcorders, tablets, and smartphones, the 633x microSDXC UHS-I card has read transfer speeds up to 95MB* per second and can capture more than 36 hours of HD video; 67,600 photos; or 58,100 songs.** The 256GB capacity card is currently on display at Photokina 2016.

"We've seen the storage demands of our customers grow by leaps and bounds, especially with the massive popularity of 4K video—so we designed this 633x high-capacity microSD card to meet that need," said Steffi Ho, product marketing manager, Lexar. "In today's world, whether you're shooting 4K action footage with a sports camcorder or downloading your entire music library onto your smartphone, the storage space and speed provided by the 256GB Lexar microSDXC card will prove invaluable."

The new 256GB capacity card is capable of recording up to 36 hours of HD video adventures, perfect for aerial camera enthusiasts who too often have to carry multiple memory cards for extended use. It also offers UHS Speed Class 3 (U3) video recording speeds, ideal for capturing extended lengths of 4K video. The microSDXC card comes with a USB 3.0 reader, which allows for quick and easy file transfer from the card to a PC or Mac® computer. The card includes a limited lifetime warranty*** and a one-year limited warranty for the USB 3.0 reader.

All Lexar product designs undergo extensive testing in the [Lexar Quality Labs](#), facilities with more than 1,100 digital devices, to ensure performance, quality, compatibility, and reliability. The new card will be coming soon, with an MSRP of \$274.99. For more information about Lexar products, visit www.lexar.com.

Lexar will showcase its latest high-performance memory solutions, including the new 256GB capacity card, at Photokina 2016, Hall 2.1, Booth B030.

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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.

*Up to 95MB/s read transfer, write speeds lower. Speeds based on internal testing. Actual performance may vary.
x=150KB/s.

**Based on 256GB capacity. 4K @30fps or HD 1080p@15 Mbps. 12-megapixel JPEG. 128-kbps MP3 audio. Actual number of photos, songs, and hours will vary depending on camera/device model, format resolution and compression, usable capacity, and bundled software.

*** Limited lifetime warranty is limited to 10 years in Germany.

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

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