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Lexar Announces 'Works with GoPro' Verification for Additional microSD Card Lines

Lexar Continues Commitment to Maximizing the Action Camera Experience

COLOGNE, Germany, Sept. 20, 2016 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced that multiple microSD™ card lines, including the Lexar® Professional 1800x (32GB, 64GB, and 128GB), Professional 1000x (32GB, 64GB, and 128GB) and High-Performance 633x (32GB, 64GB, 128GB, and 200GB) memory cards have completed the 'Works with GoPro' verification process. These microSD offerings have achieved maximum compatibility with GoPro® products. All 'Works with GoPro' verified cards are currently on display at Photokina 2016.

"Photographers who use GoPro devices are often capturing moments that can never again be replicated, from underwater shots to 4K mid-action footage," said Wes Brewer, vice president and general manager of the Lexar products group. "At Lexar, we understand the critical importance of having memory solutions that are not only high speed, but also reliable, so users can rest assured that their once-in-a-lifetime content has been quickly captured and stored efficiently and securely. We are thrilled to be among the first memory card manufacturers to be in the Works with GoPro program, and to offer our users blazing fast, professional-level microSD cards so they can make the most of their GoPro experience."

The 'Works with GoPro' verification process ensures that the Lexar Professional 1800x, Professional 1000x, and High-Performance 633x microSD cards have completed a vigorous testing process, and the cards are capable of achieving optimal performance and compatibility with GoPro products. The Lexar Professional 1800x microSD card, which offers rapid read transfer speeds up to 270MB/s*, is specifically designed for the high-speed capture, playback, and transfer of multimedia files, including extended lengths of 1080p full-HD, 3D, and 4K video. These premium 'Works with GoPro' memory solutions provide the speed, capacity, and reliability needed to capture any adventure on the go.

In addition to the rigorous testing and performance verification provided by GoPro, 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 Lexar microSD cards detailed above have formally completed the full 'Works with GoPro' verification process and be available for purchase by the end of September 2016. For more information about Lexar products, visit www.lexar.com.

Lexar will showcase its latest high-performance memory solutions, including the 'Works with GoPro' verified memory cards, 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 270MB/s read transfer, write speeds lower. Speeds based on internal testing. Actual performance may vary. Highest transfer speeds achieved only when paired with a microSD™ UHS-II USB 3.0 reader. Based on 128GB capacity.

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

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