



April 5, 2016

New Lexar Professional XQD 2.0 USB 3.0 Reader Transforms Workflow for Photographers and Videographers

Portable USB 3.0 Reader Easily Offloads RAW Images and 4K Video from XQD 2.0 Cards

Key Messages:

- | Provides professional-level high-speed transfer of RAW images and 4K video files
- | Accelerates workflow, leveraging SuperSpeed USB 3.0 technology
- | Designed for use with XQD™ 2.0 cards
- | Compact, portable design for photographers and videographers on the go

Multimedia Elements:

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

MILPITAS, Calif., April 05, 2016 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the Lexar® Professional XQD 2.0 USB 3.0 Reader, which is designed to aid professionals in quickly transferring files from XQD 2.0 cards to computers. The reader leverages SuperSpeed USB 3.0 technology to improve the workflow of photographers and videographers.

With its compact, portable design, professionals are encouraged to travel with the Lexar Professional XQD 2.0 USB 3.0 Reader. It can easily slip into a pocket or bag, and offers a simple plug-and-play design with a USB 3.0 connector so content can be securely transferred on the go. For versatility, the reader is backwards compatible with USB 2.0 devices at USB 2.0 speeds.

"Given the rapid growth and widespread appeal of 4K video, we realized it was essential to create a reader for XQD 2.0 cards that provided professionals with a way to transfer great video and photo content without the wait time," said Steffi Ho, product marketing manager, Lexar. "The Lexar Professional XQD 2.0 USB 3.0 Reader supercharges post-production content transfer, no matter what you're shooting."

This small, yet mighty reader comes with a limited five-year warranty. Furthermore 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 Professional XQD 2.0 USB 3.0 Reader will be available in late April with a MSRP of \$34.99. For more information about Lexar products, visit www.lexar.com.

Follow us online!

Twitter: <http://twitter.com/LexarMemory>

YouTube™: www.youtube.com/c/LexarMemory

Facebook: www.facebook.com/LexarMemory

Instagram: <https://instagram.com/LexarMemory>

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.

Warning: Compatible only with XQD™ 2.0 memory cards, indicated by a boxed USB logo on the card label. Use with incompatible card may result in data loss. Contact your card manufacturer for details.

©2016 Micron Consumer Products Group, Inc. All rights reserved. Information, products, and/or specifications are subject to change without notice. Neither Lexar nor Micron Technology, Inc. is responsible for omissions or errors in typography or photography. Lexar and the Lexar logo are trademarks of Micron Consumer Products Group, Inc. Micron, the Micron logo, and When Memory Matters are trademarks of Micron Technology, Inc. XQD is a trademark of Sony Corporation. All other trademarks are the property of their respective owners. Micron Consumer Products Group, Inc. is a subsidiary of Micron Technology, Inc.

Micron Consumer Products Group, Inc. 590 Alder Drive, Milpitas CA 95035

Media Contact: Andrew Rodger
Matter Communications
(978) 499-9250 x233
andrew@matternow.com
www.lexar.com