



March 11, 2015

## **Lexar Professional 3400x CFast 2.0 Card Now Available**

### **New Card Enables Cinema-Quality Video Capture With Transfer Speeds up to 510MB Per Second**

#### **Multimedia Elements:**

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

MILPITAS, Calif., March 11, 2015 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced immediate availability of the Lexar® Professional 3400x CFast™ 2.0 card at [Lexar.com](http://Lexar.com) and leading e-tailers worldwide. The new card enables professional cinematographers to quickly capture high-end, cinematic quality video and dramatically accelerate post-production workflow with read transfer speeds up to 510MB per second.\*

The Lexar Professional 3400x CFast 2.0 card enables the capabilities of next-generation, cinema-grade production cameras and operates at groundbreaking performance levels necessary to capture high-quality 4K and beyond video. Available in capacities up to 256GB, the Professional 3400x CFast 2.0 card can easily capture RAW and ProRes video that today's industry demands.

"Our Professional 3400x CFast 2.0 card offers content creators the right storage solutions to keep up with the demands of 4K and beyond cinema-level videography," said Adam Kaufman, director of card product marketing, Lexar. "With industry-leading write performance and capacities, we are excited to know that the next generation of content will be captured on Lexar memory cards."

The Lexar Professional 3400x CFast 2.0 card includes the latest version of Image Rescue® software, comes with a limited lifetime warranty\*\*, and has MSRPs of \$999.99 (256GB), \$599.99 (128GB), \$329.99 (64GB), and \$162.99 (32GB). For more information about Lexar products, visit [www.lexar.com](http://www.lexar.com).

*Follow us online!*

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

YouTube™ [www.youtube.com/lexarmediainc](http://www.youtube.com/lexarmediainc)

Facebook: [www.facebook.com/LexarMedia](http://www.facebook.com/LexarMedia)

#### **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](http://www.lexar.com). For more information or support, visit [www.lexar.com](http://www.lexar.com).

**Lexar. When Memory Matters.®**

#### **About Micron**

Micron Technology, Inc. (Nasdaq:MU) 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](http://www.micron.com).

\*Up to 510MB/s read transfer, write speeds lower. Speeds based on internal testing. Actual performance may vary. X=150KB/s.

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

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

©2015 Micron Consumer Products Group, Inc. All rights reserved. Information is subject to change without notice. Lexar, the Lexar logo, and Image Rescue are trademarks or registered trademarks of Micron Consumer Products Group, Inc. The Micron logo and When Memory Matters are registered trademarks of Micron Technology, Inc. CFast is a trademark of the CompactFlash Association. All other brand or product names are trademarks or registered trademarks of their respective owners. Micron Consumer Products Group, Inc. is a subsidiary of Micron Technology, Inc.

CONTACT: Media Contact:

Andrew Rodger

Matter Communications

(978) 499-9250 x233

[andrew@matternow.com](mailto:andrew@matternow.com)

[www.lexar.com](http://www.lexar.com)