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Lexar Announces New microSD Readers with USB Type-C and micro-USB Connections

Readers Allow Rapid Transfer and Easy Offload of Video and Photo Content from Action and Aerial Cameras and USB Type-C and Android Devices

Key Messages:

- | Easily offload and transfer content to or from your USB Type-C (USB-C) devices with a microSD[™] card using the C1 microSD Reader, or to and from your Android[™] or other micro-USB devices with a microSD card using the M1 microSD Reader
- | Expand the memory of your devices
- | Great for anyone capturing photos or videos with a sports camcorder or aerial camera
- | Small, portable design

Multimedia Elements:

- | [Lexar Image Gallery](#)
- | [M1 microSD Reader Product Information](#)
- | [C1 microSD Reader Product Information](#)

COLOGNE, Germany, Sept. 20, 2016 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced two new microSD[™] readers: the Lexar[®] C1 microSD Reader and the Lexar M1 microSD Reader. On display at Photokina 2016, the new C1 and M1 microSD Readers allow users to easily offload content from their sports camcorder or aerial camera to their devices.

The Lexar C1 microSD Reader is a small, compact reader designed for devices with a USB Type-C (USB-C) connector port, enabling users to freely transfer, view, and play back photos and videos on their smartphone or tablet. The Lexar M1 microSD Reader is equal in size and portability, but is designed for devices with a micro-USB port, such as Android[™] smartphones and tablets.

"Users who are on the go and looking to capture more content will find the Lexar C1 and M1 microSD readers convenient for capturing life in action," said Steffi Ho, Lexar product marketing manager. "Photography enthusiasts and smartphone shooters no longer have to wait until they are back home or in the office to edit and share content. Whether they're offloading stunning action photos or epic adventure video, it's now easy to wirelessly upload content, regardless of location."

The new microSD readers also expand the memory of USB Type-C or Android and other micro-USB devices. By offloading files, users can store more on their microSD card, giving them the extra space to capture more content on the go. With the Lexar C1 microSD Reader, content can be transferred at premium speeds, leveraging USB 3.1 (Gen 1) technology for fast file transfer.* These small, portable readers are great multitaskers, providing a convenient way to expand the memory of your device, swap content between devices, or archive your favorite content.

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 C1 and M1 microSD Readers are coming soon, with MSRP's of \$12.99 and \$9.99, respectively, and include a one-year limited warranty. For more information about Lexar products, visit www.lexar.com.

Lexar will showcase its latest high-performance memory solutions, including the new C1 and M1 microSD Readers, 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. (Nasdaq:MU), 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.

*Transfer speed will vary based on card performance.

Designed for use with Lexar microSD cards. May not support all microSD cards.

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