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Lexar Announces New Professional 1800x microSD UHS-II Card

New Cards Provide High-Speed Capture and Transfer of Video and Photo for Sports Cameras, Aerial Cameras, Tablets, and Smartphones

Key Messages:

- | Leverages UHS-II (U3) technology to deliver read transfer speeds up to 1800x (270MB per second)¹
- | Designed for high-speed capture of extended lengths of 4K, 3D, and 1080p full-HD video and high-quality images
- | Includes a microSD UHS-II USB 3.0 reader for high-speed file transfer out of the box and an SD UHS-II adapter for easy transfer between devices²

Multimedia Elements:

- | [Lexar Image Gallery](#)
- | [Lexar Professional 1800x microSD UHS-II Card Product Information](#)

MILPITAS, Calif., Jan. 06, 2016 (GLOBE NEWSWIRE) -- Lexar, a leading global brand of flash memory products, today announced the new Lexar[®] Professional 1800x microSDHC[™] and microSDXC[™] UHS-II cards with read transfer speeds up to 270MB per second.¹ Designed for sports camcorders, aerial cameras, tablets, and smartphones, the new microSD[™] cards leverage Ultra High Speed II (U3 technology) to provide faster capture, play back, and transfer of high-quality videos and photos.

"Today's professional videographers, photographers, and mobile power users require a microSD card that delivers the speeds that the latest sophisticated devices require," said Steffi Ho, product marketing manager, Lexar. "Whether using a smartphone, tablet, or aerial camera, the Lexar Professional 1800x microSD UHS-II cards let users manage their large media files and maximize workflow from start to finish."

Based on internal testing, Lexar Professional 1800x microSD UHS-II card users can offload data up to nine times faster with the microSD UHS-II USB 3.0 reader than when transferring content using traditional sports camcorders and accompanying USB cable.³ Available in 32GB, 64GB, and 128GB capacities, Professional 1800x microSD UHS-II cards can quickly capture, play back, and transfer extended lengths of the highest quality 4K, 3D, and 1080p full-HD video, making it easy to preserve more than 15 hours of your favorite moments and then relive the action.⁴ As with all Lexar Professional cards, a lifetime copy of Image Rescue[®] software is included to recover any lost or deleted files,⁵ and each card is backed by a limited lifetime warranty.⁶

The Professional 1800x microSDHC and microSDXC UHS-II cards are backwards compatible with UHS-I devices, performing up to the maximum threshold of UHS-I speed capabilities (SDR104), as well as non-UHS-1 devices, performing at Class 10 speeds. Lexar Professional 1800x microSD UHS-II cards are currently available with an MSRP of \$79.99 (32GB), \$134.99 (64GB), and \$269.99 (128GB). For more information about Lexar products, visit www.lexar.com.

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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.

¹ Up to 270MB/s read transfer, write speeds lower. Speeds based on internal testing. Actual performance may vary.
x=150KB/s.

² Highest transfer speeds achieved only when paired with a microSD UHS-II USB 3.0 reader.

³ Speeds based on internal testing. Actual performance may vary.

⁴ Based on 128GB capacity. HD 1080p@24fps (15 Mbps). Actual number of hours will vary depending on camera/device model, format resolution and compression, usable capacity, and bundled software.

⁵ Image or other data recovery is not 100% guaranteed.

⁶ Limited lifetime warranty is limited to 10 years from purchase in Germany.

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

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