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JAPAN'S SD-ENABLED PHONES DELIVER RECORDABLE BROADCAST MOBILE TV TO MILLIONS

SDHC memory cards record television programming for mobile TV viewers

ORLANDO, Fla. – March 26, 2007 -- The SD Card Association announced today at CTIA 2007 that the 5 million Japanese consumers who watch mobile TV programming on their phones – and can *record* the programming with SD High-Capacity (SDHC) and SD memory cards – will more than double in 2007 to 12 million mobile TV viewers. Thirteen handset models feature SD recording technologies today and three-quarters of all mobile phones in Japan are equipped with SD slots.

“The remarkable regional success of mobile TV in Japan provides a glimpse into the global market opportunity for video content,” said Paul Reinhardt, executive director of the SD Card Association. “SDHC memory cards provide the recording technologies and digital rights management protection to support worldwide mobile TV success.”

Both SDHC and SD memory cards enable consumers to securely store and watch video when they want. SDHC and SD cards have built-in specifications for copy protection rights management (CPRM) and SD-Binding specifications tie stored content to authorized devices from carriers.

The SDA is working with the leading mobile TV technologies, including MediaFLO, DVB-H and DMB, to increase the portability and interoperability of content in and between devices such as mobile phones, car navigation systems and portable DVD players.

“The SDHC standard helps to promote broad adoption of mobile TV by enabling technologies that satisfy consumer demand while protecting content providers and carriers,” said Joseph Unsworth, Principal Analyst at Gartner. “And by working to provide SD standard specifications to support all leading mobile TV technology standards, which tend to be adopted by region, the SD memory card format will continue to position itself as the most widely adopted standard.”

In Japan, One Segment spectrum broadcast, commonly referred to as “One-Seg,” delivers mobile TV via a digital terrestrial broadcast. The handsets are equipped with mobile TV

tuners to receive the signal and SD specifications to record the programming. Terrestrial broadcasts provide a viewing experience comparable to traditional television viewing.

About the SDA

The SD Card Association is an open industry standards organization established in January 2000 by Matsushita Electric (Panasonic), SanDisk and Toshiba, and is supported by a consortium of over 900 companies. The SDA's mission is to set industry standards and promote SD Memory Card acceptance in a variety of applications. SD Memory Card standards are currently being built into a wide range of digital products such as cellular phones, audio players, automotive multimedia systems, handheld PCs and digital video and still cameras. For more information about SDA, please visit the association's web site, www.sdcard.org. Parties interested in joining SDA are encouraged to visit the web site or contact helpdesk@sdcard.org. Another SDA web site, www.sdcard.com, showcases available SD products worldwide and SD interoperability between devices.

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