

SD ASSOCIATION OFFERS EXCLUSIVE GLIMPSE INTO TECHNOLOGY BEHIND SDXC MEMORY CARD STANDARD AT CEATEC 2009

Next-generation SD memory card also focus of Shanghai Developers Conference

SAN RAMON, Calif. -- Sept. 30, 2009 -- The SD Association will lead the first public technical discussion of its next-generation SDXC memory card specification at CEATEC 2009 on Oct. 7. The SDXC memory card specification, released in April to members, dramatically improves consumers' digital lifestyles by providing massive portable storage and incredible speed in the same familiar family of card shapes, sizes and interfaces used by millions of people around the world. SD memory cards are the world's most popular storage card and this presentation offers CEATEC attendees a rare glimpse into SD standards normally only available to members of the SD Association.

Hiroyuki Sakamoto, SD Association Technical Committee co-chairman, will present "Next Generation SD Memory Card" at 3:30 p.m. Oct. 7 in the Conference Room in Hall 5. The new SDXC specification provides up to 2 terabytes storage capacity and accelerates SD interface read/write speeds up to 104 megabytes per second for the first phase. The SD Association will have a road map for data transfer bus interface speed up to 300 megabytes per second in the coming months.

"The SDXC memory card specification creates innovative content and media opportunities for manufacturers and service providers and transcends removable memory's traditional role in consumer electronics strategies," said James Taylor, president of the Alliance. "At CEATEC, we'll reveal the SDXC memory card specification from the perspectives of memory card and device manufacturers and users. We'll also look at the many benefits and opportunities manufacturers and service providers win by implementing this new technology."

To register for CEATEC and attend the "Next Generation SD Memory Card" session, visit <http://www.ceatec.com/2009/en/visitor/admission.html>.

The SDXC memory card specification provides the portable storage and speed needed to store weeks of high-definition video, years of photo collections and months of music. It can be used in mobile phones, cameras, camcorders and other consumer electronic devices. The SDXC specification will also be used in business-to-business applications such as industrial, automotive, healthcare and more. Conventional SDHC, Embedded SD and SDIO specifications will also benefit from the new SD interface speeds.

SDXC is an interoperable standard available only to SD Association members. Additionally, a members-only Developers Conference on the SDXC memory card specification, including Supplementary Notes for SD 3.00, Mechanical 3.00, SDIO 3.00, and SD Host Controller 3.00, will be held at the SD Association 2009 Fall General Assembly Meeting in Shanghai on Oct. 15-16. Any organizations interested in an

insider's look and access to the SDXC specification should join the Association. Visit <http://www.sdcard.org/developers/join/> to apply.

SD Association

The SD Association is a global ecosystem of more than 1,100 technology companies charged with setting interoperable SD standards. The Association encourages the development of consumer electronic, wireless communication, digital imaging and networking products that utilize market-leading SD technology. The SD standard is the number one choice for consumers and has earned nearly 80 percent of the memory card market with its reliable interoperability and its easy-to-use format. Today, mobile phones, Blu-ray players, HDTVs, audio players, automotive multimedia systems, handheld PCs, cameras and camcorders feature SD interoperability. For more information about the Association or to join, please visit www.sdcard.org.

Media Contact:

Alisa Hicks
SD Association
+1.775.720.5071
media@sdcard.org