



FOR IMMEDIATE RELEASE

SD ASSOCIATION REVEALS NEW MEMORY CARD DESIGN FOR INCREDIBLY FAST CARDS

Dual-row pin memory card design for SDXC and SDHC confirmed as Association continues development of the next SD 4.0 standard.

BERLIN – Sept. 2, 2010 at IFA Hall 17, Booth128 – The SD Association announced today it has defined a new, dual-row pin memory card design achieving bus interface speeds of up to 300 megabytes per second for SDXC and SDHC devices and memory cards. It is fully backwards compatible, allowing equipped devices full use of any SD, SDHC and SDXC memory cards.

New high speed interface signals will be assigned on the second row of pins of select SDXC and SDHC memory cards offering the new speed. This option will be available in both full-size and micro form factors and does not change the physical size or shape of the cards. This design will be part of the forthcoming SD 4.0 specification, expected in early 2011.

“Our innovative dual-row pin design ultimately lets consumers using equipped products to manage the massive storage capacity found on SDXC memory cards at incredible speeds,” said Norm Frentz, chairman of the SD Association. “SD can now support high definition video from Hollywood movie studios, television broadcasts, or HD videos taken on your latest vacation. SD is a very popular, extremely portable and easy-to-use storage medium that has enhanced the enjoyment and portability of music, photos and data. The Association remains committed to helping consumers maintain the value, usefulness and longevity of all of their SD products.”

At IFA, the Association is displaying new and exciting products based on SDXC, its latest standard. Attendees will see more than 40 products from 18 different global brands including memory cards, HD digital cameras, HD video cameras, HD televisions, e-books, card readers, controllers and developer kits.

Several of the products on display feature the recently announced Ultra High Speed (UHS) UHS-I and UHS Speed Class high-speed capabilities. UHS-I technology is found exclusively on SDXC and SDHC products. It offers faster bus-interface speeds, with data transfer speeds up to 104 megabytes per second. The new UHS Speed Class 1 technology offers a performance option designed to support real-time video recording. Consumers can realize the full potential of these technologies by pairing their devices and memory cards.

 UHS-I symbol

 UHS Speed Class 1 symbol

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The Association has created two videos showing optimized uses for the variety of SD memory cards available today at www.sdcard.org/videos. It also offers an online resource, www.sdcard.org/cardchoice, for users to explore the variety of SD memory cards types for new and existing devices.

SD Association

The SD Association is a global ecosystem of more than 1,000 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, digital cameras and digital video cameras feature SD interoperability. For more information about SDA or to join, please visit the association's web site, www.sdcard.org.

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