



SD ASSOCIATION SIGNS COLLABORATION AGREEMENT WITH TRANSFERJET CONSORTIUM

Liaison Will Expand Contactless Communication Choices for SD Memory Card Users

SAN RAMON, Calif. – March 25, 2014 – The [SD Association \(SDA\)](#), a global ecosystem of companies setting industry-leading memory card standards, and TransferJet Consortium, the international group developing industrial standards of close proximity, high-speed data transmission wireless technology, today announced an agreement to collaborate and enable fast and contactless transfer of very large files stored on SD memory cards.

SD memory card standards provide massive storage capacities capable of supporting memory-hungry picture and high-definition video files, including 4K and even 8k video, in the world's leading removable memory form factor. TransferJet is a good option to wirelessly extract such large files stored on a SD memory card in the shortest possible time, including between portable devices like smartphones and tablets. The SDA and TransferJet Consortium will jointly market the storage and transfer of digital files with SD memory cards and TransferJet technology.

"TransferJet technology can transfer mass volume of digital data in a short time compared to other wireless technologies," said Brian Kumagai, president of the SD Association. "Consumers and targeted industries alike will benefit from the complementary value and global availability of massive storage capacities of SD memory cards and massive transfer rates of TransferJet technology transferring between the SD memory card and the devices. This agreement aligns with SDA's advances in supporting Ultra High Definition Video and other emerging storage demands and opening new markets for SD standards."

SD memory card standards and TransferJet technology are found in consumers' cameras, printers, laptops, tablets, smartphones and more devices around the world. Industry verticals with massive data demands will directly benefit from transferring data quickly and securely between SD memory cards and other devices with TransferJet technology.

"TransferJet technology's focus on high-speed transfer of very large data files wirelessly is a clear benefit to users of high-capacity SD memory cards. Consumers can easily transfer high-quality photos and videos from their cameras or smartphones quickly, and industrial users can rely on data integrity and security for data storage and transfer," said Mr. Hiroyuki Matsumura, chair of TransferJet Consortium. "Marketing the two standards' synergies jointly will help more users understand how easy and fast data can be transferred for personal or professional applications."

TransferJet Consortium

The TransferJet Consortium was established in 2008 by a group of international companies with the common goal of creating large variety of the application of TransferJet technology. The consortium focuses on the development of specifications, compliance testing processes and tools, as well as conduct marketing activities to promote the TransferJet concept, technology, applications and services. The TransferJet

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specifications are also registered as ISO/IEC 17568. Additional information is available from:

www.transferjet.org.

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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 more than 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 website, www.sdcard.org.

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