



Press Release

Sony Announces New SxS PRO™ Memory Card for Professional Camcorders

*SxS PRO™ offers industry's fastest data-transfer speed*¹*



SxS PRO™ in 16GB and 8GB memory capacity

Hong Kong, October 18, 2007 – Sony Corporation of Hong Kong Limited today announced the launch of the new memory card, SxS PRO™ [SBP-8 (8GB) and SBP-16 (16GB)] for professional camcorders, with industry's-fastest-speed transfer technology compliant to the ExpressCard™ industry standard. The high-speed SxS PRO™ will be compatible to Sony's latest "XDCAM EX™" series professional HD camcorder, the PMW-EX1, which is launched today.

SxS PRO™ is newly developed based on the technology of SxS™ memory card specification*² that enables high-speed data transfer. SxS PRO™ improves workflow efficiency of non-linear video-editing by reducing transfer times for large data files such as high-definition video, enabling rapid transfer speed of 800 Mbps *³. And its compact size contributes to the realization of much lighter and smaller camcorders. SxS PRO™ will give users wider opportunities to shoot, even in much severe conditions than ever.

Benefits

- **Industry's fastest data transfer speed at 800 Mbps** - SxS PRO™ complies with the ExpressCard™ industry standard, which has been rapidly adopted by PC manufacturers to replace the legacy PC Card™ form factor. SxS PRO™ is the first PCI Express™ solid-state storage media, and the maximum data transfer speed of PCI Express™ is about twice as fast as that of legacy PC Card interface. By connecting directly to computer systems and hardware through this high-speed PCI-Express™ bus and with the optimized technology protocol for controlling communication between hardware and the card, SxS PRO™ realizes its high-speed data transfer at 800 Mbps. This ability will greatly contribute than ever to shorten the total time of non-linear video editing even when handling large-sized, high-definition video files.

- **Compact Size** - SxS PRO™ adopts ExpressCard™/34 modules (width: 34mm, height: 5mm, length: 75mm), half the size of PC Cards™. This enables the design of professional camcorders to be smaller and lighter while still offering high storage capacities. In spite of its compact size, SxS PRO™ 16GB is capable of recording approximately one hour when recorded with Sony's camcorder, XDCAM EX.

- **High Reliability to meet requirements from professional users** - SxS PRO™ offers wider opportunities for shooting even under severe conditions or circumstances with its high reliability and durability, while meeting the requirements of professional camcorders users.

Available from November 2007, the SBP-8 (8GB capacity) and SBP-16 (16GB capacity) will be priced around HK\$4,000 and HK\$7,000 respectively.

Notes;

*1: As of September 6, 2007, Source; Sony Corporation

*2: "SxS" memory card specification is co-developed by Sony Corporation and SanDisk Corporation.

*3: This data is read speed measured with a benchmark software.

Test conditions:

PC: VAIO VGN-AR92US

OS: Windows Vista Ultimate

CPU: Core2 Duo T7600 2.33GHz

RAM: 2GB

HDD: 80GB x 2 units (RAID 0)

Size of data transferred: 8MB

(Actual transfer speed varies upon the measurement conditions.)

*Available capacity of 8GB SxS PRO™ is 7.4GB and available capacity of 16GB SxS PRO™ is 14.9GB

*All trade names are either registered trademarks or trademarks of their respective holders.

Specification sheet for SxS PRO™ Memory Card

	SxS PRO™	
Interface	ExpressCard/34 PCI Express interface	
Transfer speed	Max. 800Mbps (=100 MB/s)	
Input Voltage	DC 3.3V within 10%, DC 1.5V within 10%	
Operating Temperature	-25 to 65 degree C	
Operating Relative Humidity	to 95% (non-condensing)	
Storing Temperature	-40 to 85 degree C	
Storing Relative Humidity	to 95% (non-condensing)	
Weight	Approx 27g	
Dimensions(mm) (W x H x D)	Approx.34 x 5 x 75 (excluding the projecting parts)	
Durability/ Reliability	Shock	1500G
	Vibration	15G
	Insertion/extraction	30,000 times
	Drop test	150cm

About Chemicals & Devices Marketing Hong Kong Company (“CDMH”)

With operations in Hong Kong, Mainland China and other Asian cities, Chemicals & Devices Marketing Hong Kong Company is one of the major divisional companies of Sony Corporation of Hong Kong Limited, that specialized in the sales and marketing of chemical, devices, media and battery products such as flexible printed circuit boards, anisotropic conductive film, motor or drive, and flexible flat cable for DVD players or printers; storage media, tapes, discs and batteries, etc.

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