

Press Release

Sony Introduces the World's First Backup SD Card

New and unique memory card dedicated for backing up of files on the PC, suitable for home and office use



SN-BA16 (16GB) SN-BA32 (32GB) SN-BA64 (64GB)

- Designed to automatically make real-time backup copies of files
- Simple, easy setup
- Encryption option is available for backup copies

Hong Kong, November 1, 2013 – Sony introduced to the world today the first-ever memory card that automatically performs real-time backup copies of files for Windows-based PCs and notebooks, ensuring a peace of mind for any important files that might go missing if the computer crashes.

Memory cards have conventionally been used to record as well as save images and videos shot using any digital imaging devices before being transferred via the PC's SD card slot. With the new Backup SD card from Sony, users now have an additional option to backup copies of your documents or folders in real time, whilst freeing up the USB port for other purposes. By keeping the Backup SD Card in the SD slot, any pre-designated files and folders are automatically updated on the card itself. In addition to a simple set-up, users can easily know the backup status (i.e. backup in progress/backup completed) with the marks indicated on the file icons. Backup files are also encrypted using Sony proprietary software that requires a password to access.

Sony has prepared a special 30-day trial for interested users who are keen to test out the functions of the backup SD card. While the new "Real-time Backup Utility" software works only with the backup SD card, this trial will allow SD Cards from other companies to be used with the software. It can be downloaded via this website from [here](#).

Available from 16GB, 32GB and to larger 64GB capacities, the Backup SD Card is now available from selected Sony authorized dealers and the prices are as follows:-

Models	Prices
SN-BA16 (16GB)	HK\$239
SN-BA32 (32GB)	HK\$419
SN-BA64 (64GB)	HK\$719

Please [click](#) here for the informational video on Backup SD Card.

About Electronic Devices Marketing Hong Kong Company

Electronic Devices Marketing Hong Kong Company, a division of Sony Corporation of Hong Kong Limited, is responsible for sales and marketing of electronic devices, recording media and energy business in Hong Kong. For more information on Sony's products and services, please visit its website on www.sony.com.hk

About make.believe

“make.believe” (make dot believe) is a Group-wide brand message that unites Sony's communications initiatives across electronics, games, movies, music, mobile phones and network services. “make.believe” symbolises the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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