

SONY

Press Release

Sony Introduces the World's¹ Fastest SD Card

*The new SF-G Series UHS-II SD cards offer unprecedented write speeds of up to 299MB/s^{*2}, optimal for hi-speed continuous shooting and 4K video shooting*



Hong Kong, March 17, 2017 – Sony today announced the launch of the SF-G Series to take the speed and efficiency of their SD card lineup to a new level. As users' demands for performance and file sizes continue to increase, the SF-G Series of SD cards offer enhanced features optimized for professional photographers, DSLR and mirrorless camera users and videographers.

With an industry-leading write speed of up to 299 MB/s, enabled by Sony's unique firmware, the SF-G Series will be the world's fastest SD cards. The quick write speed supports maximum performance of digital imaging devices, contributing to longer continuous shooting of high-resolution images with UHS-II supporting cameras. It also contributes to a shorter buffer clearing time so users never miss a critical moment. Using Sony's algorithm, the cards prevent the decrease of data-writing speeds and contribute to the camera's ability after successive burst shooting.

The cards also feature a read speed of up to 300MB/s². Paired with a memory card reader, the cards can transfer large volumes and file sizes to a computer very quickly, contributing to a more efficient workflow for professionals.

Sony's SD cards are extremely reliable and durable, with water proof and anti-static capabilities to keep your precious content safe. Additionally, Sony's free downloadable File Rescue software allows for the recovery of photos and videos, including RAW images and 4K XAVC-S video files, that may have been accidentally damaged or deleted.

The SF-G Series will be available in 32GB, 64GB and 128GB capacities from the end of March 2017. Additionally, a high speed SD memory card reader, MRW-S1 supporting UHS-II, will be

¹ As of February 2017 (as of announcement date).

² Sony internal testing. Speed varies depending on testing condition.

available for use with the SF-G series, enabling the fast and convenient transfer of data to a PC with a USB3.1 Gen1 Interface.

| Models | Prices (Sony Store) |
|-------------------|---------------------|
| SF-G Series 32GB | HK\$369 |
| SF-G Series 64GB | HK\$689 |
| SF-G Series 128GB | HK\$1705 |
| MRW-S1 | HK\$299 |

For customer enquiries, please contact Sony hotline service at (852) 2345-2966.

About Electronic Devices Marketing Hong Kong Company

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