

SONY

Press Release

Sony Expands Pro Memory Card Line-up with New CFast Range

Ultra-fast G Series CFast memory cards with up to 510MB/s write speed for photographers and videographers



Hong Kong, January 4, 2018 – Sony today announced the launch of a range of high performance CFast memory cards designed to meet the needs of professional photographers and videographers. The new G Series CFast responds to the ever increasing capabilities of high-end DSLR and 4K cinema-grade broadcast cameras, offering lightning-fast write speeds of up to 510MB/s and read speeds of up to 530MB/s¹. Joining an established range that includes Professional internal SSDs, XQD and SxS cards, as well as the world's fastest SD card², the new CFast models strengthen Sony's position as a leader in professional memory solutions.

Step up to industry-leading write speeds

Professional photographers demand faster speed for continuous burst shooting of higher resolution images like RAW. With up to 510MB/s write speed, far outperforming the capabilities of existing CFast cards, G Series supports high-speed burst shooting of high resolution RAW, maximizing the capability of high-end DSLR cameras.

Reliable 4K video recording with VPG130 support

As well as ultra-fast write speed, the new CFast cards support VPG130³ for reliable recording of Cinema-grade or high-bitrate 4K video. A minimum sustained write speed of 130MB/s is guaranteed, making the new media ideal for stable recording of professional grade 4K video.

Super-fast read speed for ultra-effective workflow

Efficient workflow is essential for professional photographers and videographers working in challenging environments to tight deadlines. With a blazing fast read speed of 530MB/s, G

¹ Based on Sony internal testing. Transfer speeds may vary dependent on testing conditions.

² As of September 2017

³ Video Performance Guarantee at 130MB/s minimum sustained write speed.

Series CFast dramatically reduces the time it takes to transfer RAW files, long 4K video footage and high-resolution images to a PC.

Designed for strength and reliability

The new CFast cards have passed a variety of stringent drop, vibration, shock and rigidity tests, making them perfect for shooting in many different locations. They work reliably across a wide range of temperatures and are highly resistant to static. With a hard case and Sony File Rescue software⁴ included for recovering accidentally deleted photos such as RAW images and videos, professionals can shoot with confidence in the toughest conditions.

The new G Series CFast 2.0 memory cards from Sony will be available in 32GB (CAT-G32), 64GB (CAT-G64) and 128GB (CAT-G128) capacities from mid-January 2018 at HK\$799, HK\$1,499 and HK\$2,599, respectively.

For more information on Sony's CFast card, please visit www.sony-asia.com/b2b

About Electronic Devices Marketing Hong Kong Company

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⁴ Available when using with a card reader which mounts the card as a Removable Disk.