

SONY

Press Release

Sony Introduces World's Toughest and Fastest SD Card

The new 'SF-G series TOUGH specification range' features bend proof, drop proof, waterproof and dustproof



- World's toughest¹ SD card is 18x² bend proof³ and drop proof⁴
- World's fastest⁵ read speed up to 300MB/s and write speed up to 299MB/s⁶
- World's first⁷ one-piece molding structure for strength and hardness
- Ribless and switchless design ensures there are no fragile components
- Waterproof and dustproof world-class ratings of IPX8 and IP6X respectively⁸
- Keep your work safe with the SD Scan Utility and File Rescue Software

Hong Kong, September 27, 2018 – Sony today announced a brand new innovation in storage media with the launch of the “**SF-G series TOUGH specification**” UHS-II SD card. Addressing the needs of photographers who are reliant upon their photographs remaining safe when their SD cards are removed from the camera, the new SF-G series TOUGH specification range combines the world's fastest read and write speeds with an ultra-rugged design that is bend proof to 180N and drop proof to 5 metres. For photographers who are fighting against the elements to get the perfect shot, the SF-G series TOUGH specification range of SD cards are also waterproof with an IPX8 rating and dustproof with an IP6X rating.



The new SF-G series TOUGH specification range of SD cards are 18 times stronger than the SD standard⁹ with world's first monolithic structure (one-piece molding, no empty space in the card) and materials of high-grade hardness, unlike conventional SD cards with a thin, 3-part ensemble. They are protected against typical physical damage that can affect conventional SD cards such as a broken plastic casing, broken data protection lock and broken connector ribs. This has been achieved through a new means that it is the world's first rib-less SD card with no write protection switch. These developments ensure that the SF-G series TOUGH specification is more resistant to bending and easy to break parts are removed entirely and has been engineered by Sony to deliver the best balance of hardness and toughness. The SD card is completely sealed with one-piece molding structure, no waterdrop, dust or dirt is allowed into the card, meeting the highest grade of waterproof (IPX8) and dustproof (IP6X) ratings.



Unleash the power of the camera

In an industry trend, driven by Sony, full-frame mirrorless cameras such as the α 9 and α 7 series are packing in more and more performance for both stills and video performance. These high-end cameras rely on fast memory cards to maximise their performance and with professional

photographers now using SD cards more frequently, users are demanding the levels of reliability and durability associated with other professional card types. With the world's fastest write speed of up to 299MB/s, buffer clearing time is minimised, also allowing the photographer to shoot many frames per second and capture the action that they want. The SF-G series TOUGH specification range also supports V90, the highest standard of video speed class, making it an ideal companion for shooting high resolution video.

Furthermore, transferring high capacity photo and video files is made simple with the SF-G series TOUGH specification, thanks to a read speed of up to 300MB/s. This is another world's fastest which dramatically enhances workflow efficiency after the shooting is all wrapped up. In a further acknowledgement of the practical needs of photographers, the SF-G series TOUGH specification range features bright yellow banding design, making the card easier to spot in dark shooting conditions.



Ultimate Assurance

SF-G series TOUGH specification SD cards offer a series of further features, designed to give photographers peace of mind. These include an 'SD Scan Utility' which allows the user to check that the card is good condition and File Rescue Software¹⁰ which can recover data and photos that might have accidentally been deleted. Furthermore, SF-G series TOUGH specification SD cards are also X-ray proof, magnet proof, anti-static, temperature proof and feature UV Guard.

The SF-G TOUGH series of SD cards from Sony will be available in 32GB, 64GB and 128GB capacities at HK\$495, HK\$935 and HK\$1,885 respectively from the beginning of October 2018.

Full product details are available at: <http://www.sony.net/sfgt/>

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

###

¹ As a consumer SD card, Sony investigation as of August 2018.

² Performance is 18x stronger compared to SD bending test specification of 10N

³ Bend proof to 180N

⁴ Drop proof to 5m

⁵ As of August 2018, Sony investigation.

⁶ Based on Sony internal testing. Transfer speeds vary, and are dependent on host devices, the OS version or usage conditions. To effectively utilize the product's high-speed capabilities, your compatible device must support UHS-II. Sony investigation as of August 2018.

⁷ As a SD card of 2.1mm thick. Conformance to ribless card specifications of Standard Size SD Card Mechanical Addendum 6.0. Sony investigation as of August 2018.

⁸ Conformance to IP68 standard. We cannot guarantee against damage to record data or card in all situations and conditions.

⁹ SD standard withstands 10N force, while this card withstands 180N force.

¹⁰ Downloadable from the Sony Support site