

KIOXIA

Press Release

KIOXIA EXCERIA microSD and SD memory card capacity packs a punch

Newly developed memory storage technology enables capacities to hit up to 1024GB



Düsseldorf, Germany, 18 August 2020 – KIOXIA Europe GmbH (formerly Toshiba Memory Europe) is pleased to announce that its EXCERIA microSD and SD cards will be available in retail stores and online with up to 4x the storage capacity. Packing up to microSD 512GB / SD 1024GB of memory, KIOXIA EXCERIA microSD and SD cards expand the potential of any device, from a smart phone up to a professional photographer's camera, by using BiCS FLASH™ 3D memory.

KIOXIA launched its new look and feel of its consumer product portfolio earlier this year. In addition to microSD and SD cards, the portfolio includes USB memory sticks and Solid-State Drives (SSDs). All products are specifically designed for enabling end-users to store their digital way of life, wherever and whenever they want.

In comparison with conventional Floating Gate NAND technology, BiCS FLASH™ 3D memory offers increased storage capacity with lower power consumption, increased power efficiency and reduced per gigabyte storage costs. For example, the 256GB EXCERIA HIGH ENDURANCE microSD card stores about 24 hours of Full HD video footage. These cards are

designed specifically for dashcams and surveillance cameras, enabling continuous writing and rewriting, while reducing the possibility of video recording failures.

Delivering the performance demanded by professional photographers and videographers alike, the EXCERIA PRO SD card is suitable for high-speed photography as well as 8K and Full HD video recording (V90, UHS speed class U3, SD speed class C10). For example, the 256GB capacity SD card stores over 38,000 18Mpixel photos or more than 5 hours of 4K video footage.

These are the following new available storage capacities:

microSD cards

- EXCERIA HIGH ENDURANCE 32/64/128/256GB
- EXCERIA PLUS 32/64/128/256GB/512GB
- EXCERIA 16/32/64/128/256GB

SD cards

- EXCERIA PRO 64/128/256GB
- EXCERIA PLUS 32/64/128/256/512/1024GB
- EXCERIA 16/32/64/128/256GB

"Consumers have come to know our products through its excellent quality, performance and reliability. KIOXIA lays great emphasis on the retention of these standards in our new branded consumer products," says Mr. Jamie Stitt, KIOXIA General Manager B2C Sales & Marketing. We are highly committed to preserving these, dedicated to the development and production of innovative class-leading flash storage for ever-changing customer needs."

For more information about KIOXIA's EXCERIA microSD and SD memory cards, please visit our [Personal Products](#) web page.

About KIOXIA Europe

KIOXIA Europe GmbH (formerly Toshiba Memory Europe GmbH) is the European based subsidiary of KIOXIA Corporation, a leading worldwide supplier of flash memory and solid-state drives (SSDs). From the invention of flash memory to today's breakthrough BiCS FLASH, KIOXIA continues to pioneer cutting-edge memory solutions and services that enrich people's lives and expand society's horizons. The company's innovative 3D flash memory technology, BiCS FLASH, is shaping the future of storage in high-density applications, including advanced smartphones, PCs, SSDs, automotive and data centers.

Visit our [KIOXIA website](#)

Contact details for publication:

KIOXIA Europe GmbH, Hansaallee 181, 40549 Düsseldorf, Germany
Tel: +49 (0)211 368 77-0
Email: KIE-support@kioxia.com

Contact details for editorial enquiries:

Lena Hoffmann, KIOXIA Europe GmbH
Tel: +49 (0) 211 36877 382
Email: lana1.hoffmann@kioxia.com

Issued by:

Birgit Schöniger, Publitek

Tel: +44 (0)1582 390980
Email: birgit.schoeniger@publitek.com
Web: www.publitek.com.com

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