



Press Release

KIOXIA Launches High-Capacity 512GB High Endurance microSD Memory Cards for Dashboard Cameras

Product designed for long-time continuous 4K video recordings



Düsseldorf, Germany, 8th September 2022 – [KIOXIA Europe GmbH](https://www.kioxia.com/europe), a world leader in memory solutions, announced availability on the European market of a high-capacity 512GB product addition to its "EXCERIA HIGH ENDURANCE Series" of high endurance microSD memory cards. The new 512GB product has been developed to deliver assured performance and endurance in continuous high resolution 4K video recordings of dashboard and surveillance cameras^[1].

As the evolution of dashboard cameras continues - with new features including high resolution recordings, multiple cameras and parking surveillance - the amount of recording data is increasing. The new 512GB EXCERIA HIGH ENDURANCE microSDXC UHS-I memory card is designed for extended recording time on dashboard cameras. It enables up to 17,000 hours^[2] of cumulative use and up to 10 hours and 29 minutes^[3] of continuous recording in 4K video (3840x2160 pixels, 100Mbps). This product is backed by a 5-year warranty. With a read speed of up to 100 MB/s^[4] and a write speed of up to 85 MB/s^[4], the new 512GB card supports UHS Speed Class 3 (U3) and Video Speed Class 30 (V30)^[5] specifications, making it suitable for 4K video recording.

“The European dashcam market is expected to grow at a CAGR of 18.1% between now and 2026^[6]. KIOXIA is covering the extended need for higher capacity microSD by introducing the 512GB EXCERIA HIGH ENDURANCE product. By using it, travelling dashcam users can be certain of catching all footage over long distances,” said Jamie Stitt, General Manager B2C Sales & Marketing, KIOXIA Europe GmbH when asked about the card’s European launch.

The product will be available from KIOXIA distributors beginning the fourth quarter in 2022.

For more information about the new 512GB EXCERIA HIGH ENDURANCE microSDXC UHS-I memory card please visit KIOXIA's [Personal Products](#) web page.

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Notes

[1] This product is neither for business use nor industrial use. We do not warrant compatibility of this product with any devices

[2] Designed target of accumulated time based on 4K (3840x2160) video content recorded at 100Mbps. Results may vary depending on a device and other conditions.

[3] Approximate recording time. Calculated based on a data rate of 100Mbps for 4K video recording, Results may vary depending on device and other conditions.

[4] 1 MB/s is calculated as 1,000,000 bytes/s. These values are the best values obtained in a specific test environment at KIOXIA Corporation and KIOXIA Corporation warrant neither read nor write speeds in individual devices. Read and write speed may vary depending on user-specifications such as devices used and file size read or written.

[5] Speed classes indicate the results under the test conditions specified by the SD Association.

[6] <https://www.mordorintelligence.com/industry-reports/europe-dashboard-camera-market>

* microSD memory cards are consumables and have a finite product life as represented by the number of write cycles and other parameters. The actual product life of a microSD memory card may be reduced, depending on usage conditions.

* Capacity is based on installed flash memory and not user available memory as part of the memory is used for management functions. About usable capacity (available user area), please check each product (1GB is calculated as 1,073,741,824 bytes).

* Company names, product names and service names may be trademarks of their respective companies.

About KIOXIA Europe GmbH

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](#)

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