



Press Release

KIOXIA Launches Next-generation KIOXIA EXCERIA G2 microSD Memory Cards

Capacities up to 512GB for long-time continuous 4K video recording



Düsseldorf, Germany, 3 November 2022 – [KIOXIA Europe GmbH](#), today announced the launch of the EXCERIA G2 microSD memory card series. Offering capacities up to 512GB, the next-generation products are designed for long-time continuous 4K video recording.

The new EXCERIA G2 microSD series are an upgrade from the EXCERIA microSD, mainstream models, with improved write speed up to 50 MB/s^[1], and corresponding to UHS Speed Class 3 (U3)^[2] and Video Speed Class 30 (V30)^[2].

Now with up to 512GB capacity, the EXCERIA G2 puts less limits on what can be stored on smartphone or other electronic devices. Up to 629 minutes^[3] of recording time is possible using 4K (100Mbps) video. Alternatively, up to 77,030 (18MPixel) photos^[4] can be stored.

“The quantities of data that consumers are looking to store or access via their portable equipment are rising at an exponential rate, and so the supporting memory technology available to them must keep on evolving accordingly,” states Jamie Stitt, General Manager B2C Sales & Marketing, KIOXIA Europe GmbH. “With our EXCERIA G2

microSDs, we are taking a significant step forward, and giving the market a powerful yet compact data storage platform that is certain to gain a great deal of interest.”

The EXCERIA G2 microSD memory cards will be available in CQ4 2022.

To get more information on the new KIOXIA EXCERIA G2 microSD series go to: <https://europe.kioxia.com/en-europe/personal/micro-sd/exceria-g2.html>

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Notes

^[1]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 a device used and file size read or written. The write speed is lower than the read speed.

^[2]Speed classes indicate the results under the test conditions specified by SD Association.

^[3]Recording time: The actual recording time will vary depending on your device, resolution and compression ratio. Calculated as 1Mbps = 1,000,000 bps.

^[4]Number of shots: Assuming a compression rate of 1/4. The number of shots that can be taken depends on the subject, shooting conditions, resolution, and compression ratio.

* 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.

*Information in this document, including specifications and contact information, is correct on the date of the announcement but is subject to change without prior notice.

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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