



## Press Release

### **KIOXIA launches EXCERIA PLUS G3 and EXCERIA G3 microSD cards for exceptional photography and video performance**

*Reduced Transfer Times for Large Data Volumes When Paired with Specified Card Readers*



**Düsseldorf, Germany, 23 October 2025** – KIOXIA Europe GmbH, a worldwide leader in memory solutions, today announced new and improved additions to its memory card lineup, the EXCERIA PLUS G3 and EXCERIA G3 microSD series. Ideal for action cameras and smartphones <sup>[1]</sup>, these new memory card series feature reduced transfer times from card to PC when paired with UGREEN card readers confirmed by KIOXIA <sup>[2]</sup>.

The EXCERIA PLUS G3 microSD series features exceptional maximum read/write speeds <sup>[2][3][4]</sup> and capacity, positioning it as a high-performance, ultra-high-capacity solution for professional photography, 4K video recording, and demanding mobile applications. Its high-performance speeds result in a 52% reduced transfer time compared to the previous EXCERIA PLUS G2 microSD series.

In more detail, the EXCERIA PLUS G3 microSD series supports read speeds of 210MB/s, depending on the specific card reader, providing ultra-fast access to stored data. It also delivers write speeds of 150MB/s (64GB to 128GB: 90MB/s). Meanwhile, the max read speed of the ultra-high-speed mode UHS-I SDR104 is 100MB/s, while the maximum write speed of the UHS-I SDR104 mode is 90MB/s (64GB to 128GB: 65MB/s), making it ideal for capturing high-resolution images.

The EXCERIA PLUS G3 microSD series is available in capacities of 1TB, 512GB, 256GB, 128GB, 64GB ensuring flexibility to meet diverse storage needs, from casual use to professional 4K/8K video recording, while offering cost-effective and future-proof options for various devices.

Meanwhile, the EXCERIA G3 microSD series ensures similar excellent performance metrics, with a 37% reduction in transfer time compared to the previous EXCERIA G2 microSD series. Maximum read speed based on the specific card reader is 160MB/s, while maximum write speed based on the specific card reader is 50MB/s. The maximum read speed of the UHS-I SDR104 mode is 100 MB/s, while the maximum write speed is 50 MB/s. The EXCERIA G3 microSD series is available in capacities of 1TB, 512GB, 256GB, 128GB, 64GB.

Meeting high classification standards, EXCERIA PLUS G3 and EXCERIA G3 microSD cards enable reliable 4K and Full HD video capture and playback. Both series are classified for Video Speed Class 30 (V30)<sup>[5]</sup>, UHS Speed Class 3 (U3)<sup>[5]</sup>, and Application Performance Class 2 (A2)<sup>[6]</sup>. Additionally, with a storage capacity of up to 1TB, these cards can store up to 154,070 photos (18MPixel), about 1000 hours of Full HD video (21Mbps), and about 21 hours of 4K video (100Mbps).

Both the EXCERIA PLUS G3 and EXCERIA G3 microSD series share a strong focus on durability and reliability. They are IPX7 rated, meaning they can survive being submerged in up to one meter of water for 30 minutes without damage, and are ISO7816-1 compliant, providing resistance to X-ray exposure. They both operate reliably in a wide temperature range of -25°C to 85°C and are shock-proof.

"The introduction of the EXCERIA PLUS G3 and EXCERIA G3 microSD series represents an exciting step forward in delivering high-performance, reliable, and versatile storage solutions for today's data-driven world," says Paul Rowan, Vice President and Chief Marketing Officer at KIOXIA Europe. "With capacities up to 1TB, fast read and write speeds, in addition to robust durability, these cards deliver exceptional performance to users. From casual smartphone photographers to professional video creators, allowing them to capture, store and share their moments with confidence and ease."

The EXCERIA PLUS G3 microSD and EXCERIA G3 microSD Series will be available in Q4/2025.

To get more information on the new KIOXIA EXCERIA PLUS G3 and EXCERIA G3 microSD series go to:

EXCERIA PLUS G3 microSD: <https://europe.kioxia.com/en-europe/personal/micro-sd/exceria-plus-g3.html>

EXCERIA G3 microSD: <https://europe.kioxia.com/en-europe/personal/micro-sd/exceria-g3.html>

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#### Notes

[1] Please be sure to check the user's manual of your host device for product compatibility.

[2] Results were obtained using a KIOXIA EXCERIA PLUS G3 microSDXC UHS-I 256GB-1TB card and a UGREEN CM265 (35506) card reader in a KIOXIA Corporation test environment. The quoted speeds are not guaranteed on your device and read/write speeds may vary depending on the device and usage conditions. Firmware updates may be necessary for the CM265 depending on the purchase period; for more details, please contact UGREEN. To see results with other card readers, please check the Lists of Specific Card Readers and Tested Card Readers.

[3] 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. The data transfer speed in legacy SD interface is lower than the speed in UHS-I interface.

[4] When you connect a device other than the specific card reader, the maximum read/write speeds are the values operating with SDR104 mode. SDR104 mode is one of the bus interface modes defined by the SD standards.

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

[6] Application Performance Class is based on the result measured under the conditions specified by SD Association.

\*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 page (1GB is calculated as 1,073,741,824 bytes).

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

\*Company names, product names, and service names may be trademarks of third-party companies.

#### About KIOXIA

KIOXIA is a world leader in memory solutions, dedicated to the development, production and sale of flash memory and solid-state drives (SSDs). In April 2017, its predecessor Toshiba Memory was spun off from Toshiba Corporation, the company that invented NAND flash memory in 1987. KIOXIA is committed to uplifting the world with "memory" by offering products, services and systems that create choice for customers and memory-based value for society. KIOXIA's innovative 3D flash memory technology, BiCS FLASH™, is shaping the future of storage in high-density applications, including advanced smartphones, PCs, automotive systems, data centers and generative AI systems.

Visit our [KIOXIA website](https://www.kioxia.com)

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