



**FOR IMMEDIATE RELEASE**

## **SONY SPEEDS UP SxS MEMORY CARD FOR XDCAM SERIES**

*Increased transfer speed for faster ingest and higher capacity for extended record capabilities*

**Toronto, Ontario, 10<sup>th</sup> September 2010** – Sony of Canada has expanded its SxS-1 memory card assortment with a new generation of media offering 50% faster transfer speed\*1 and twice the capacity of previous models. These upgrades support Sony's continued commitment to meet the critical requirements from professionals, enhancing XDCAM EX opportunities and boosting the record time of XDCAM as the new PMW-500 will be a memory-based, shoulder-mounted camcorder.

The new generation SBS64G1A and SBS32G1A SxS-1 memory cards can transfer data at up to an astonishing 1.2Gbps via the ExpressCard slot, without the need for special adapters. That's 50% faster than the previous generation of SxS-1 memory cards. This new feature supports the transfer speed requirements of the new PMW-500 camcorder, contributing a significant improvement to the XDCAM workflow with ultra-fast ingest times. Now professional users will be able to transfer 120 minutes of HD422 content directly to a laptop in just 8 minutes\*1. (in the case of 64GB model)

With the new capacity of 64GB, professional users can capture 120 minutes of recording in HD 422 50Mbps MXF mode, which is widely used in the broadcasting area. Users can also shoot more than four hours of footage in DVCAM mode or three hours in HQ mode with XDCAM EX.

The new SxS-1 memory cards feature the same high reliability and durability that users have become accustomed to, along with offering life time indication function when used with XDCAM or XDCAM EX equipment, and a wide-range of operation/storage temperatures allowing users to shoot in severe conditions.

The new generation of SxS-1 memory card is compatible with XDCAM EX equipment updated with the latest camcorder firmware. It will also be compatible with the new PMW-500 camcorder and PDW-HR1 field station with PDBK-MK1 SxS Memory Card adaptor..

Both the SBS64G1A and SBS32G1A memory cards will be available in October 2010.

\*1:Read speed. Speed/time varies, depending on measurement condition.

**About Sony of Canada Ltd.**

Established in 1955, Sony of Canada Ltd. is a wholly owned subsidiary of Sony Corporation of Tokyo, Japan, a world leader in the manufacture and marketing of electronic and computer products for consumer, business, electronics publishing and multimedia applications on a global scale. With headquarters in Toronto, sales offices in Vancouver and Montreal and distribution centres in Coquitlam, British Columbia, and Whitby, Ontario, approximately 1,200 employees support a network of more than 500 authorized dealers and 80 Sony Style<sup>(R)</sup> retail locations across Canada.

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