

Sony Offers 4GB High Speed Memory Stick

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Sony is doubling the capacity of its flash media product line with the introduction of 4GB Memory Stick PRO (High Speed) media. The new 4GB media is expected to become a valuable tool for users who need to store and easily transfer large quantities of digital content, such as high-resolution digital photos and video clips.

The high-capacity media features increased durability with a standard operating temperature range of -13°F to +185°F, swift data transfer speeds and compatibility with a wide selection of currently available Memory Stick PRO devices. The 4GB Memory Stick PRO (High Speed) media will be available in March for about \$900.

"This new high capacity and high-speed media improves the consumer's enjoyment of advanced digital products. ", said Mike Kahn, senior product manager for digital imaging accessories at Sony Electronics in the U.S. "With the 4GB Memory Stick PRO (High Speed) media, photographers can shoot more high-resolution photos and videographers can capture more high-quality footage without worrying about running out of memory ."

Memory Stick PC Card Adaptor

In addition to the increased capacity of Memory Stick PRO media, Sony announced the MSAC-PC4 Memory Stick® PC Card Adaptor. Supporting the Memory Stick and Memory Stick PRO media formats, the new adaptor allows users to access their media through the PC Card type II slot of a notebook computer. By taking Memory Stick media

from a digital device and inserting it into the MSAC-PC4 adaptor, digital photos or large data files can be quickly transferred to a PC without the hassle of connecting extra cords or cables.

The Sony MSAC-PC4 Memory Stick PC Card Adaptor will be available in February for about \$70.00.

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