

Panasonic Releases World's First 32GB SDHC Memory Card With Class 6 Speed

February 12 2008

Panasonic, today announced the release date of the world's first 32 Gigabyte SD High Capacity (SDHC) Memory Card with Class 6 speed specification. With a global release in April 2008, the new SDHC Memory Card, RP-SDV32GU1K, is perfect for those wanting High Definition content, as it can record up to 12 hours of High Definition video. The new SDHC Memory Card will have a manufacturer's suggested retail price of \$699.

The newly developed card, featuring a massive 32GB of capacity is ideal for AVCHD High Definition video recording, a growing demand thanks to the recent expansion of High Definition SD Camcorders.

When used with Panasonic's newly released High Definition SD camcorder, the HDC-SD9, the 32GB card can record approximately 12 hours of 1440 x 1080i High Definition video in HE mode, and approximately four hours of 1920 x 1080i full High Definition video in HA mode. With the Class 6 speed specification and maximum data transfer speeds up to 20MB/s, the 32GB card allows users to enjoy superb performance and high-quality recording.

The card is also equipped with a new user-friendly labeling feature, which allows users to write titles or comments directly onto labels on the front and back of the card.

The new card is extremely reliable even under severe temperature conditions. Since the cards incorporate an industrial-grade flash

memory, they work in temperatures ranging from -13°F to $+185^{\circ}\text{F}$, while consumer-grade flash memory only guarantees $+32^{\circ}\text{F}$ to $+158^{\circ}\text{F}$, thus ensuring consistent performance regardless if the user is skiing or snowboarding or if the SD Memory card is left in a hot car.

The arrival of Panasonic's 32GB SDHC Memory Card strengthens the company's Pro High Speed line-up and brings the total line to six models, joining those currently available: the 1GB, 2GB, 4GB, 8GB and 16GB card sizes with the Class 6 speed specification.

Source: Panasonic

Citation: Panasonic Releases World's First 32GB SDHC Memory Card With Class 6 Speed (2008, February 12) retrieved 17 April 2024 from <https://phys.org/news/2008-02-panasonic-worlds-32gb-sdhc-memory.html>

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