

# Toshiba to Launch First SDXC Memory Card

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Toshiba Corporation today announced the launch of the world's first 64GB SDXC Memory Card with the world's fastest data transfer rate compliant with the new SD Memory Standard Ver. 3.00, UHS 104.

Toshiba also extended its memory card solutions by unveiling 32GB and 16GB SDHC [Memory Cards](#) compliant with the industry's fastest data transfer rate. Sample shipments of the new SDXC Memory Cards for OEM manufacturers will start this November, and of the new SDHC Memory Cards in December. Both products will be available at retailers next spring.

The new SDXC and SDHC Memory Cards are the world's first memory

cards compliant with the SD Memory Card Standard Ver. 3.00, UHS104, which brings a new level of ultra-fast read and write speeds to NAND flash based memory cards: a maximum write speed of 35MB per second, and a read speed of 60MB per second. The specifications meet strong market demand for cards combining high level performance with increased data capacity, in order to support such applications as high speed continuous shooting for digital still cameras and high resolution [video recording](#) for digital camcorders, and high speed transfers of those data from/ to other media.

The high level specifications and wide range of memory cards announced by Toshiba will further open the way for developers to bring exciting applications to future generations of consumer products. By further enhancing its SD Memory Card line-ups with larger capacity and higher data transfer rate, Toshiba will continue to meet market demand, and to lead the NAND flash memory market.

SDXC Memory Card is the next-generation SD Memory Card standard defined by the SD Association in April 2009, in order to meet the ever-growing demand for high-capacity memory media, offering higher transfer rates for content rich storage applications. The new SDXC Memory Card Standard applies to cards with capacities over 32GB and up to 2 [terabyte](#) compared to the SDHC standard, which applies to cards with capacities from 4GB to 32GB.

Source: [Toshiba](#) Corporation

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