Sony Speeds Up Storage Media With New Memory Stick Duo HX

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Digital photographers have come to expect top performance from their equipment. Quick response and high quality image capture are not just features of their digital cameras, but also functions of the memory cards on which they record.

Sony Electronics will be enhancing its lineup of Memory Stick PRO-HG Duo HX memory cards to increase transfer speeds. These new Memory Stick cards have a 30-megabytes-per-second transfer rate, making them Sony s fastest memory cards on the market. They are Sony's highest performance memory cards and are designed to support and enhance features of Sony hardware devices.

"Consumers quickly will see the benefit of the high-speed HX series when using features like burst shooting for DSLR or shooting HD video," said Shane Higby, director of the consumer media business at Sony Electronics. "It is the recommended media format for both professionals and enthusiasts, delivering high performance and a range of unique benefits." For example, using a 32GB capacity HX series Memory Stick an Alpha DSLR camera user can take approximately 260 images in one minute (JPEG mode/Large [14MB]), which is approximately 160 percent more images than PRO Duo Memory Stick. Likewise, a Handycam camcorder user can transfer approximately 175 minutes of HD video or a 30GB file (taken in 1920x1080 on HDRCX110) in 17 minutes, via the compatible high-speed adaptor, which is one-quarter of the time it takes to download from a 32GB PRO Duo Memory Stick.

Sold in capacities ranging from 8GB to 32GB, the HX series starts at $59.99. As a value-added benefit, all Memory Stick models include x-Pict Story software for easy on-line photo sharing, as well as data recovery software to enable file rescue.

Memory Stick PRO-HG Duo HX will be available this summer.

Source: Sony