

Sony unveils new, high-speed XQD memory cards

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Giving photo enthusiasts and professional photographers a new level of speed and performance, the new Sony XQD memory cards support the recently adopted XQD specification for high-speed, high-performance digital image capture.

Using the XQD [memory cards](#), XQD compatible high-end DSLR (Digital Single Lens Reflex) camera users can capture up to approximately 100 frames in RAW format in continuous shooting mode. In addition to outstanding high-speed data transfer capability, the new cards are highly reliable to protect users' data and images.

“Advanced shooters want to capture the moment in the highest quality possible, and that often means dealing with massive files like RAW images,” said Viviano Cantu, Director of Consumer Media for Sony Electronics. “Memory card technology has done a great job of keeping pace, but these new cards give an entirely new meaning to speed and performance.”

The new Sony cards are based on the XQD memory card specification, which the CompactFlash Association recently approved and licensed as an open format. With its ultra high write-speed performance, and when using Nikon's new DSLR “D4,” the XQD memory card can record up to approximately 100 frames in RAW format in continuous shooting mode.

The Sony XQD memory card achieves stable continuous shooting of RAW images and blazing fast data transfer rates of up to

1Gbps/125MB/s write and read (based on Sony tests and dependent on host hardware) through the PCIe interface, a computer expansion card standard for serial interfaces.

A unique controller and optimized flash memory enables high-speed data processing, resulting in speed and performance that can't be achieved by conventional compact flash cards.

Sony is also introducing a USB 2.0/3.0 compatible XQD card reader (model MRW-E80) so users can quickly and easily transfer large quantities of very high capacity data to their PC. Also, an XQD ExpressCard Adapter (QDA-EX1) will be available for use with computers with an ExpressCard 34 card slot.

The new [Sony](#) products are planned to be available in February and are estimated to sell at the following retail prices:

- QD-H16 card, 16 GB, \$129.99
- QD-H32 card, 32 GB, \$229.99
- Card Reader, MRW-E80, \$44.99
- ExpressCard Adapter, QDA-EX1, \$44.99

Source: Sony

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