

Toshiba to launch the world-fastest class SDHC memory cards

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Toshiba Corporation today announced that it will launch a new line of high performance SDXC and SDHC memory cards under a new brand name, EXCERIA, that will bring to market SD memory cards offering the highest performance levels available.

EXCERIA, a combination of "excellent" and "experience" offers cards compliant with the [SD Memory Card Standard Ver.3.0 UHS-I](#), and includes versions offering the world-fastest class data [transfer speed](#). The new products will be launched from April in Japan, with distinctive labeling.

The SD memory card has emerged as the [data storage](#) card of choice in

all kinds of personal digital equipment. As the performance of digital equipment has advanced, SD memory cards offering faster data transfer speeds are necessary to support such functions as recording HD movies, continuous image shooting with digital camera and short transfer times when copying data to other devices.

Toshiba's EXCERIA [SDXC](#) and SDHC memory cards will offer fast data read and write speeds and full compliance with the SD Memory Card Standard Ver.3.0 UHS-I. The minimum recording speed is compliant with UHS speed class 1 and SD speed class 10. Products will be launched in three series, EXCERIA Type 1, Type 2 and Type HD, each offering three versions with different capacities.

The Type 1 series products integrate new controllers that realize the world-fastest class of data transfers, with a maximum read speed of 95MB per sec and a write speed of 90MB per sec. Type 2 series products offer a maximum read speed of 95MB per sec and a write speed of 60MB per sec, while Type HD products have a maximum read speed of 90 MB per sec and a write speed of 30 MB per sec.

Provided by Toshiba Corporation

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