

# SONY

## Press Release

Paris, 26th September 2007

### Highest capacity and speed with the new Sony 300x CompactFlash® cards

Offering 45MB/s transfer speed to meet advanced D-SLR camera user requirements

Sony Europe's Recording Media & Energy (RME) division have announced the launch of three high speed (300x)\* CompactFlash cards to meet the capacity and speed demands of professional D-SLR photographers and ambitious amateur photographers. With UDMA (ultra direct memory access) support, the new media achieve data transfer rates of 45MB/s during write operation. The new Sony CompactFlash 300x card, which complement the existing line-up of 66x and 133x cards, will be available with capacities of 2GB, 4GB and 8GB. They will be branded as part of Sony's  $\alpha$  (pronounced alpha) D-SLR camera system.



The high speed CompactFlash 300x cards allow UDMA-enabled D-SLR digital camera users to record more frames per second in continuous advance shooting mode and to transfer their images to the PC very rapidly to make room for new photographic projects. An 8GB CompactFlash card can hold up to 2,000 JPEG photos taken in 12 Megapixel resolution in the 'Standard' image setting, or up to 1,363 photos in 'Fine' mode. Even if both RAW and

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JPEG image data are recorded, the 8GB card offers enough space for more than 313 digital photos.\*\*

The Sony CompactFlash cards are compatible with a wide range of products featuring a CompactFlash slot, including many D-SLR Cameras, many digital cameras, printers and other imaging and computer peripherals. Many PCs feature built-in CompactFlash slots as standard, while there are adaptors and card readers available on the market to allow users to access and transfer their data onto CompactFlash cards using any PC or laptop.

The 300x line-up comes complete with a 5 year warranty providing peace of mind for customers. In addition, the 133x and the new 300x transfer speed models are supported by Sony's image recovery service, allowing the user to recover deleted pictures.

The new Sony CompactFlash 300x cards will be available from October 2007.

### Technical Specifications

	<b>Sony CompactFlash 66x range</b>	<b>Sony CompactFlash 133x range</b>	<b>Sony CompactFlash 300x range</b>
<b>Capacity / Model Code</b>	<b>1GB / NCFB1G 2GB / NCFB2G 4GB / NCFB4G</b>	<b>2GB / NCFC2G 4GB / NCFC4G</b>	<b>2GB / NCFD2G 4GB / NCFD4G 8GB / NCFD8G</b>
<b>Operating Voltage</b>	3.3V or 5V	3.3V or 5V	3.3 or 5V
<b>Write Speed</b>	9MB/s	20MB/s	45MB/s
<b>Read Speed</b>	10MB/s	20MB/s	
<b>Dimensions (WxHxD)</b>	42.8 x 36.4 x 3.3 mm	42.8 x 36.4 x 3.3 mm	42.8 x 36.4 x 3.3 mm
<b>Environmental Temperature</b>	0 to 70 °C	-25 to 85 °C	0 to 60 °C
<b>Warranty Time</b>	5 years	5 years	5 years
<b>Package Contents</b>	CompactFlash card, carrying case, operating instructions, warranty card	CompactFlash card, carrying case, operating instructions, warranty card	CompactFlash card, carrying case, operating instructions, warranty card
<b>Support</b>		Image Recovery Service	Image Recovery Service

\* 1X=150KB/S

\*\* Figures for the number of pictures are based on the use of a Sony a Digital SLR camera. The actual number of images will depend on the camera, object and other parameters.

**Notes for editors:**

CompactFlash™ is a small, removable mass storage device. First introduced in 1994, CompactFlash (CF) cards have become a popular format adopted by many digital camera manufacturers due to their high transfer speed, large capacity and reliability.

CompactFlash is a trademark of SanDisk Corporation

**For more information, please contact your local PR person or:**

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**About Sony**

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.83 billion (yen 8,296 billion) for the fiscal year ended March 31, 2007, based on an average market exchange rate for the same period of yen 148.6 to the EUR. It employs approximately 163,000 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 13.71 billion (yen 2,038 billion) for the fiscal year ended March 31, 2007. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.12 billion for the same period.

**Sony Europe's Recording Media & Energy** division is responsible for the retail and corporate data media, consumer and professional media and battery business.

For more information please visit [www.sony-europe.com](http://www.sony-europe.com)