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### **SDHC MEMORY CARDS POISED FOR MARKET LEADERSHIP**

#### **SD Speed Class specifications enable manufacturers to offer cameras with guaranteed minimum performance capabilities**

LAS VEGAS, Nev. – March 8, 2007 – The SD Card Association (SDA) announced today at PMA 2007 that more than 55 camera models from 10 camera manufacturers now offer SDHC Memory Card compatibility. Introduced last year, SD High-Capacity (SDHC) cards provide removable storage greater than 2GB, and specify three data-writing speeds to guarantee minimum data transfer rates.

“SDHC Memory Cards preserve photographic integrity, raising the memory performance bar by guaranteeing minimum – more important than maximum – performance rates,” said Paul Reinhardt, executive director of the SD Card Association. “Professionals and consumers alike need only match the camera’s recommended speed class with the right SDHC card to achieve high-quality transfers.”

The three SDHC speed classes – Class 2, Class 4 and Class 6 – transfer data at least 2, 4 and 6 MB per second. SDHC-specified cameras detect the fragmented state in the SDHC card and determine the best speed and location for the data. The SD Speed Class is also a specification for standard SD cards.

“Demand for high-capacity devices, fueled by higher resolution image sensors and better quality video capabilities, drives the need for higher performance memory storage products,” said Joseph Unsworth, principal analyst at Gartner. “The SD Card format is the most widely adopted standard in the industry and the evolution to SD Speed Class specifications will allow the SD Card format to continue to meet the needs of these devices.”

SDHC-enabled cameras accommodate SDHC Memory Cards and are backward compatible with SD Memory Cards. Data on SDHC cards is protected even if inserted in an incompatible device; SDHC cards will work in standard SD slots with a firmware upgrade.

Currently shipping camera manufacturers with products supporting SDHC include:

- Canon
- Casio

- Leica
- Nikon
- Panasonic
- Pentax
- Ricoh
- Samsung
- Sanyo
- Uniden

Many photo printers, card readers, video cameras and other devices are also equipped for SDHC guaranteed transfer rates, demonstrating the trend toward SDHC Memory Card leadership.

“Universal adoption of SDHC is likely as more manufacturers produce and ship SDHC-enabled cameras, demonstrating confidence in the format. And with the flash card memory market anticipated to exceed \$25 billion in the next five years, according to our research, manufacturers will remain competitive by supporting these high-capacity cards,” said Alan Niebel, CEO of Web-Foot Research. “Reliable removable storage is integral to next-generation consumer devices like cameras that require continually increasing storage capacities and higher performance.”

#### **About the SDA**

The SD Card Association is an open industry standards organization established in January 2000 by Matsushita Electric (Panasonic), SanDisk and Toshiba, and is supported by a consortium of over 900 companies. The SDA’s mission is to set industry standards and promote SD Memory Card acceptance in a variety of applications. SD Memory Card standards are currently being built into a wide range of digital products such as cellular phones, audio players, automotive multimedia systems, handheld PCs and digital video and still cameras. For more information about SDA, please visit the association’s web site, [www.sdcard.org](http://www.sdcard.org). Parties interested in joining SDA are encouraged to visit the web site or contact [helpdesk@sdcard.org](mailto:helpdesk@sdcard.org). Another SDA web site, [www.sdcard.com](http://www.sdcard.com), showcases available SD products worldwide and SD interoperability between devices.