

SONY®



Sony's SxS PRO™ Memory Card

The ExpressCard for the Next Generation

When Sony set out to develop their newest brand of flash media, they based it on ExpressCard™ media technology – the replacement standard for PC cards, supported by PCMCIA, the industry-wide consortium that standardized the PC card.

Enter the ExpressCard of the future: Sony's SxS PRO Memory Card. Because it uses a serial interface, it transfers at a faster bus speed, is more reliable and comes in a smaller size resulting in a significantly lower storage cost per minute of high definition video when compared to conventional PC parallel cards. And it's designed to work with Sony's latest, groundbreaking, handheld HD camcorder, the XDCAM EX™ model, which houses two SxS PRO Memory Card slots.

Faster. Smaller. Larger Capacity. And smoother workflow too.

Sony's SxS PRO Memory Card will change the way event, corporate, and industrial video is captured and posted. In addition to faster transfers, smaller size and longer record times than the standard PC card, the SxS PRO Memory Card increases workflow efficiency, with seamless transition from camcorder acquisition to PC or laptop for editing and archiving.

The SxS PRO Memory Card is about half the size of a PC card and fits in ExpressCard 34 and 54 slot sizes. It will initially be available in 8GB and 16GB storage capacity,¹ with higher capacity planned for the future. Providing reliability, durability and expansion flexibility while offering improved performance, the SxS PRO Memory Card may be defined as the flash media of choice – and the definitive media for high definition. High definition. It's in our DNA.



Preliminary

SxS PRO Memory Card Key Features***



- Faster transfer speed
- More storage capacity
- Less camera power usage
- Compact size
- Durability
- Reliability
- Smoother workflow

*** Compared to the current PC card format.

SxS PRO Memory Card Recording Time*

Mode Setting	Resolution	Audio Format	Rec Time on 8GB	Rec Time on 16GB
HQ mode 35Mbps(VBR)	1920x1080 / 59.94i, 29.97P, 23.98P 1280x720 / 59.94P, 29.97P, 23.98P	LPCM 16-bit, 48kHz, 2ch	Approx. 25min	Approx. 50min
SP mode 25Mbps(CBR)	1440x1080 / 59.94i, 23.98PsF (2-3 P/D)	LPCM 16-bit, 48kHz, 2ch	Approx. 35min	Approx. 70min

SxS PRO Memory Card vs PC Card

	SxS PRO Memory Card	PC Card
Storage Capacity†	30 min/8GB @1080/60i	8 min/8GB@1080/60i
Transfer Speed	800Mbps**	640Mbps
Interface	Serial	Parallel

SxS PRO Memory Card Specifications

Interface	ExpressCard/34	
Transfer speed	800Mbps** (=100MB/s)	
Input voltage	DC 3.3 V ±10% / DC 1.5 V ±10%	
Power consumption	Typical approx.1.2W, Max approx. 1.8W	
Capacity†	8GB/16GB	
Actual User Capacity	Approx. 7.4GB/ 14.9GB	
Operating temperature	-13°F to 149°F (-25°C to 65°C)	
Operating relative humidity	to 95 % (non-condensing)	
Storing temperature	-40°F to 185°F (-40°C to 85°C)	
Storing humidity	to 95 % (non-condensing)	
Weight	Approx. 0.95 oz.	
Dimensions (W x D x H)	Approx. 1.34 x 0.2 x 2.95 in. (excluding the projecting parts)	
Durability/Reliability	Shock resistance	1,500G
	Vibration-proof	15G
	Insertion/removable durability	30,000 times
	Shock absorption	150 cm

For information on Sony's complete XDCAM EX product offerings:

[click: sony.ca/xdcamex](http://sony.ca/xdcamex)

For information on Sony's SxS PRO Memory Card and other recording media products:

[click: sonybiz.ca](http://sonybiz.ca)



*When recorded with the PMW-EX1 camcorder.

**This data is read speed measured with a benchmark software. Actual transfer speed varies upon the measurement conditions.

†Actual user capacity for 8GB is 7.4GB, and actual user capacity for 16GB is 14.9GB.

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