

Nov 28, 2017 16:00 CET

## Sony completes Pro memory card line-up with new CFast range

Sony today announced the launch of a range of high performance CFast memory cards designed to meet the needs of professional photographers and videographers. The new G Series CFast responds to the ever increasing capabilities of high-end DSLR and 4K cinema-grade broadcast cameras, offering lightning-fast write speeds of up to 510MB/s and read speeds of up to 530MB/s.[\[i\]](#)

“Joining an established range that includes Professional internal SSDs, XQD and SxS cards, as well as the world’s fastest SD card[\[ii\]](#), the new CFast models strengthen Sony’s position as a leader in professional memory solutions, improving the shooting experience and optimising the workflow.” said Romain Rousseau, Senior European Product Manager.

## **Step up to industry-leading write speeds**

Professional photographers demand faster speed for continuous burst shooting of higher resolution images like RAW. With up to 510MB/s write speed, far outperforming the capabilities of existing CFast cards, G Series supports high-speed burst shooting of high resolution RAW, maximising the capability of high-end DSLR cameras.

## **Reliable 4K video recording with VPG130 support**

As well as ultra-fast write speed, the new CFast cards support VPG130<sup>[iii]</sup> for reliable recording of Cinema-grade or high-bitrate 4K video. A minimum sustained write speed of 130MB/s is guaranteed, making the new media ideal for stable recording of professional grade 4K video such as Cinema RAW light mode.

## **Super-fast read speed for ultra-effective workflow**

Efficient workflow is essential for professional photographers and videographers working in challenging environments to tight deadlines. With a blazing fast read speed of 530MB/s, G Series CFast dramatically reduces the time it takes to transfer RAW files, long 4K video footage and high-resolution images to a PC.

## **Designed for strength and reliability**

The new CFast cards have passed a variety of stringent drop, vibration, shock and rigidity tests, making them perfect for shooting in many different locations. They work reliably across a wide range of temperatures and are highly resistant to static. With a hard case and Sony File Rescue software <sup>[iv]</sup> included for recovering accidentally deleted photos such as RAW images and videos, professionals can shoot with confidence in the toughest conditions.

## **Pricing and Availability**

The new G Series CFast 2.0 memory cards will be available in 32GB (CAT-G32), 64GB (CAT-G64) and 128GB (CAT-G128) capacities, and will be available in 1st quarter of CY2018. Pricing will be confirmed at launch.

[i] Based on Sony internal testing. Transfer speeds may vary dependent on testing conditions.

[ii] As of September 2017

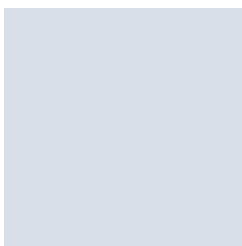
[iii] Video Performance Guarantee at 130MB/s minimum sustained write speed

[iv] Available when using with a card reader which mounts the card as a Removable Disk.

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Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$76 billion for the fiscal year ended March 31, 2017. Sony Global Web Site: <http://www.sony.net/>

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