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XQD™ S Series from Sony outpaces limits of CF

Sports photographers can achieve their best-ever shooting performance this summer with the new XQD™ S Series memory card from Sony.

The high-speed memory card also offers the capacity and reliability that's demanded by professional photo journalists covering sports and other tough shooting assignments.

Offering sustained read/write transfer speeds of 168MB/s (actual speed), XQD™ S Series outpaces the maximum interface speed limit of Compact Flash cards (167 MB/s).

Partnered with Nikon's D4 professional DSLR, XQD™ S Series effortlessly captures a non-stop burst of 108 RAW frames³ (at 12-bit compressed RAW, approximately 10.5MB file size). At a shooting speed of 10fps, this lets photographers document the men's 100m sprint final from start to finish in a single, sustained burst of RAW images.

The new card's blazing transfer speeds also slash PC backup times, boosting workflow for busy journalists and creative professionals facing pressured deadlines. Photo professionals can take full advantage of the card's unsurpassed transfer speeds, with back-up times slashed by over 30%² compared with the fastest CF cards. A high-speed driver for the MRW-E80 XQD card reader is available now for free download at <http://www.sony.co.uk/support/en/product/mrw-e80>

Also available, free driver software allows

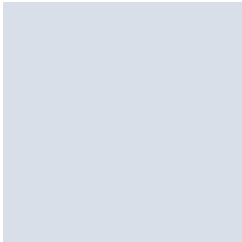
File Rescue software is also available to registered users of these Sony media products.

For more details, please visit www.sony.co.uk/hub/memory-cards-usb-drives

About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

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