

Sony 64GB SxS PRO Memory Card for High End Acquisition

Read and write transfer speeds up to 1.2Gbps



Sony Corporation is expanding its SxS PRO™ memory card line with a new generation memory card offering a write transfer speed twice that of previous models. The new SxS PRO 64GB card, model SBP-64A, can read and write data at up to an astonishing 1.2Gbps* through an ExpressCard slot, without the need for an adapter.

As image capture capabilities continue to improve with advances in camera technology and high-definition video recording, the SxS PRO memory card allows professional users to keep pace by acquiring video at ultra fast transfer speeds to on-board media. Additionally, the card's 64GB capacity enables them to capture 120 minutes of HD422 50Mbps recording in the MXF mode, adding efficiency to their workflow. A fully recorded 64GB card can be ingested directly to a laptop in a remarkable 8 minutes*.

Consistent with the SxS memory cards' distinguished reputation for high speed, durability, reliability, and seamless functionality with Sony's XDCAM HD and XDCAM EX series of solid state memory card camcorders, the SBP-64A complements this heritage with the use of "Intelligent Technology by SxS".

Inherent in the suite of powerful functions that make up "Intelligent Technology by SxS" is

a “power failure management” function. This major contributor to data reliability enables the card to re-create the data management table** in the event of a sudden power loss or the accidental ejection of the card during recording, as well as through the use of highly sophisticated data-error correction and data-defect minimizing functions. Like its SxS predecessors, the SBP-64A card offers a salvage function and slow-motion recording made possible through its co-engineering with XDCAM HD/XDCAM EX equipment.

The new SxS PRO 64GB will be available in October 2011.

** Based on Sony internal testing. Actual speed/time may vary depending on measurement condition.*

*** The ability to read all the data is not guaranteed.*