

Press Release

KIOXIA Launches Next-Generation KIOXIA EXCERIA G2 SD Memory Card

Capacities up to 1TB for long-time 4K video recording for amateur and professional photographers, and vloggers



Düsseldorf, Germany, 17 April 2024 – [KIOXIA Europe GmbH](#), a world leader in memory solutions, today announced the launch of the EXCERIA G2 SD memory card series. Offering capacities of up to 1TB, the next-generation products are designed for long-time 4K video recording.

The new EXCERIA G2 SD series is an upgrade from the EXCERIA SD series mainstream models, and comes with an improved read speed of up to 100 MB/s^[1] and write speed of up to 50 MB/s^[1] and corresponding to UHS Speed Class 3 (U3)^[2] and Video Speed Class 30 (V30)^[2].

The EXCERIA G2 is available in capacities from 32GB to 1TB. At 1TB capacity, up to 1,258 minutes^[3] of recording time is possible using 4K video (100Mbps). Alternatively, up to 154,070 photos (18 MPixel)^[4] can be stored.

"With the launch of the larger SD cards, KIOXIA is happy to address the market needs. Customers can now take even more photographs and videos on any camera suited with an SD card slot - more joy, less worrying about space while on the road making memories!" said Jamie Stitt, General Manager B2C Sales & Marketing, KIOXIA Europe GmbH.

The EXCERIA G2 SD memory cards will be available in Q2/2024.

To get more information on the new KIOXIA EXCERIA G2 SD series go to: <https://europe.kioxia.com/en-europe/personal/sd-card/exceria-q2.html>

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Notes

[1] 1 MB/s is calculated as 1,000,000 bytes/s. These values are the best values obtained in a specific test environment at KIOXIA Corporation and KIOXIA Corporation warrant neither read nor write speeds in individual devices. Read and write speed may vary depending on a device used and file size read or written. The write speed is lower than the read speed. The data transfer speed in legacy SD interface is lower than the speed in UHS-I interface.

[2] Speed classes indicate the results under the test conditions specified by SD Association.

[3] Recording time: The actual recording time will vary depending on your device, resolution and compression ratio. Calculated as 1Mbps = 1,000,000 bps.

[4] Number of shots: Assuming a compression rate of 1/4. The number of shots that can be taken depends on the subject, shooting conditions, resolution, and compression ratio.

SD memory cards are consumables and have a finite product life as represented by the number of write cycles and other parameters. The actual product life of a SD memory card may be reduced, depending on usage conditions.

Capacity is based on installed flash memory and not user available memory as part of the memory is used for management functions. About usable capacity (available user area), please check each product page (1GB is calculated as 1,073,741,824 bytes).

Company names, product names, and service names may be trademarks of third-party companies.

Information in this document, including specifications, and contact information, is correct on the date of the announcement but is subject to change without prior notice.

About KIOXIA Europe GmbH

KIOXIA Europe GmbH (formerly Toshiba Memory Europe GmbH) is the European-based subsidiary of KIOXIA Corporation, a leading worldwide supplier of flash memory and solid-state drives (SSDs). From the invention of NAND flash memory to today's breakthrough BiCS FLASH™ 3D flash memory KIOXIA continues to pioneer innovative memory solutions and services that enrich people's lives and expand society's horizons. The company's innovative BiCS FLASH™ 3D flash memory technology is shaping the future of storage in high-density applications, including advanced smartphones, PCs, SSDs, automotive and data centers.

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