

**SxS PRO™ Memory Card for XDCAM™ EX**

**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 smother 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,<sup>†</sup> 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.



## SxS PRO™ Memory Card Recording Time\*

| Mode Setting           | Resolution  | Audio Format               | Record Time on 8GB | Record Time on 16GB |
|------------------------|---|----------------------------|--------------------|---------------------|
| HQ mode<br>35Mbps(VBR) | 1920x1080 / 59.94i,<br>29.97P, 23.98P<br>1280x720 / 59.94P,<br>29.97P, 23.98P | LPCM 16-bit,<br>48kHz, 2ch | Approx. 25min      | Approx. 50min       |
| SP mode<br>25Mbps(CBR) | 1440x1080 / 59.94i,<br>23.98PsF (2-3 P/D)                                     | LPCM 16-bit,<br>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 cm            | 150  |

\*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.

For more information on Sony Professional Media products: [sony.com/promedia](http://sony.com/promedia)