



CONTACT:
Insert Name
Samsung Electronics Co., Ltd.
Tel: +00-0-0000-0000
email@samsung.com

Samsung Electronics Raises the Bar with New PRO Plus 128GB microSD Memory Card

New 128GB memory card solution couples maximum speed performance with the highest capacity available today for use in smartphones, drones, action cameras and more

SEOUL, Korea – December 16, 2015 – Samsung Electronics Co., Ltd., today unveiled its newest memory card globally—the PRO Plus 128GB microSD card. Built with Samsung’s advanced MLC NAND flash solution, this 128GB memory card provides a powerful new standard for advanced multimedia memory solutions, delivering the highest speed and storage capacity currently available for the growing consumer base using action cameras, drones, premium smartphones and DSLRs with 4K recording and playback feature.

With the introduction of its new 128GB microSD card, Samsung provides consumers with the highest level of memory card solution that smoothly captures heavy-loaded, high-resolution video, photography and multimedia contents for use in today’s mobile devices.

“With the influx of advanced technologies like action cameras and drones, consumers are expecting more out of their memory cards,” said Un-Soo Kim, Senior Vice President of Branded Product Marketing, Memory Business at Samsung Electronics. “We are seeing a fast increase in 4K UHD video recording and playback, and therefore a growing need for higher memory storage volume and faster transfer speeds. The introduction of our PRO Plus 128GB microSD delivers on Samsung’s commitment to create best-in-class memory cards that meet the rapidly evolving needs of today’s consumers, as well as strengthens our leadership in branded memory products.”

The PRO Plus 128GB microSD is the newest addition to Samsung’s PRO Plus lineup, which was first introduced in 32GB and 64GB versions in May 2015. The 128GB microSD features the highest-quality MLC NAND flash memory and UHS-I Speed Class 3 (U3) and Speed Class 10 support, offering the industry’s fastest speeds of up to 95MB/s and 90MB/s for read and write respectively.

The new PRO Plus 128GB microSD is ideal for use in high-end smartphones and tablets, as well as fulfilling the security, capacity, performance and environment requirements inherent in newly emerging audio and video consumer electronics, specifically action cameras and drones. The new memory card is equipped to handle storing and transferring professional-grade photos and 4K UHD video recording and playback. It can record up to three hours and 50 minutes of 4K UHD video or 16 hours and 20 minutes of Full HD video in action cameras without the need to change or replace the memory card. In addition, the PRO Plus 128GB microSD can store a maximum of 10,940 photos or 30,670 MP3 songs based on Samsung’s estimated user settings and configurations.

The PRO Plus 128GB microSD card is designed to be compatible with any device that has a microSD slot, and is equipped with the recently upgraded Samsung 4-proof features, which include waterproof (IEC 60529, IPX7), temperature proof, X-ray proof, and magnetic proof protection. It comes with a 10 year limited warranty and is guaranteed to survive operating temperatures from -25°C to 85°C (-13°F to 185°F) and non operating temperatures from -40°C to 85°C (-40°F to 185°F). Data stored on the card will not be affected by X-rays and will resist up to 15,000 gauss magnetic force—the equivalent of a high-field MRI scanner.

Samsung will now offer the new PRO Plus 128GB microSD memory card in more than 50 countries including China, Europe, Korea, U.S., and other regions. For more information on Samsung’s memory card offerings

and testing conditions please visit www.samsung.com/memorycard.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

###