

PANASONIC RELEASES NEW CLASS 10 GOLD CARDS (SDU SERIES) WITH UPGRADED SPEED PERFORMANCE

- Olympic special design models are also available-

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London, United Kingdom (February 14, 2011) – Panasonic today announced the release of new Gold cards with upgraded speed performance. The new Class 10 UHS-I Gold cards have a maximum read speed of 90MB/s^{*1}, upgraded from 22MB/s of the current SDW models. The cards ranging from 4GB-64GB^{*2} memory capacities will be globally launched from 2nd quarter, 2011CY.

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With Class 10 speed specifications, the new Gold series are ideal for Full HD video recording, and the recorded data can be quickly transferred to PC thanks to a maximum 90MB/s read speed performance. Compared to the current SDW series, the new Gold series can transfer data approx. 4 times^{*3} faster, allowing users to move contents quickly to PC for editing or archiving.

The new cards are also designed to be highly reliable and durable. The Super Intelligent Controller (SICS) provides Power Failure Protection to protect data from sudden power failure, Refresh Function to extend the archival life over 10 times, and Smart Data Writing to minimize defect risk caused by intensive writing. These cards are also equipped with "Proof 5" feature (water-, shock-, magnet-, X-ray-, temperature-proof) to withstand severe conditions.

In commemoration of the 2012 Summer Olympics, the new Gold card will also be available as Olympic designed models in memory capacities of 4GB, 8GB, 16GB and 32GB. High-capacity models will have short 3D contents pre-recorded in the card. The pre-recorded content can be deleted or overwritten so that users can use the full capacities of the card. The Olympic designed models will be launched from 2nd quarter, 2011CY.

*1 Under UHS-I bus interface (SDR104 speed mode).

*2 1 GB = 1,073,741,824 bytes. Usable capacity will be less.

*3 Theoretical figure. Actual speed depends on devices and conditions.

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 7.42 trillion yen (US\$79.4 billion) for the year ended March 31, 2010. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE: PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net>.