

PANASONIC INTRODUCES NEW 8GB* and 16GB HIGH-SPEED SDHC UHS-I MEMORY CARDS

(September 1st, 2010) --- Panasonic announced today its newest 8GB*¹ and 16GB SDHC UHS-I Memory Cards – the RP-SDY08G and RP-SDY16G. UHS-I is the new standard for higher-speed Bus interface defined by the SD Association as part of the SD Memory Card Specification Ver.3.01, which provides up to 104MB/s performance. Both memory cards have maximum data transfer speed of up to 60MB/s*² and Class10 speed specification.

With the higher reading speed of up to 60MB/s, the 8GB and 16GB Memory Cards can transfer data to a PC more than two times faster than Panasonic's current Memory Cards. *³ These also offer stable writing performance with Class 10 speed specification, ensuring highly-reliable 3D and full HD video recording.

Like the current Gold model memory cards from Panasonic, the RP-SDY08G and RP-SDY16G both incorporate Super Intelligent Controller (SICS), which is designed for high-level data protection. The Power Failure Protection function automatically retrieves data when power suddenly fails and preserves important data. This high power failure protection is certified by TÜV Rheinland, by passing their power on-off test*⁴. More than ten times longer archival life has been achieved by the Refresh function. The Super Intelligent Controller automatically cleans up accumulated errors, extending card life. Also, Smart Data Writing equalizes the rewrite frequency on each writing area of the card to prevent rewriting in a specific area, thereby minimizing the defect risk of the card.

Both the RP-SDY08G and RP-SDY16G Memory Card models will be available from November, 2010.

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

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

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

*4 For details of the test, please visit www.tuv.com and enter the ID-No.0000023932 into the search field.



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>.