

SONY

For Immediate Release

For further information:

Jayne Ellis, 0403 036 879

Bridget@adhesivepr.com.au

Adhesive PR

Laura Hunter, 0417 925 064

Laura.Hunter@sony.com

Sony Australia Ltd

Sony announces world's first CFexpress Type A memory card with high-speed performance and tough durability



- Up to 700MB/s¹ write speed and 800MB/s¹ read speed
- Compact design and advanced functionality
- Effective heat dissipation design
- TOUGH specification construction ensures high durability and dust/water resistance
- Supported by File Scan Utility memory diagnostic software and Memory Card File Rescue data recovery software

SYDNEY, 29 July 2020 – Today, Sony announced a new generation of media — the world's first² CFexpress Type A memory cards, in both 80GB and 160GB ([CEA-G80T](#) and [CEA-G160T](#)), as the most recent addition to Sony's TOUGH specification cards. Delivering high transfer speed, durability

¹ Actual performance may vary and is dependent on environment and usage.

² As of July 2020, Sony Survey

and reliability, Sony's new CFexpress Type A cards offer professional and stress-free performance for photographers and content creators.

High-speed performance

Both the CEA-G80T (80GB) and CEA-G160T (160GB) use the latest flash memory control technology to achieve write speeds as high as 700MB/s¹ and read speeds as high as 800MB/s¹, greatly reducing buffer clearing times for efficient, stress-free shooting. The CFexpress Type A cards are ideally suited for high-speed continuous shooting of more than 1,000 uncompressed RAW still images, as well as 4K 120p movie recording at high bit rates with the Slow & Quick Motion function³ when paired with new Alpha 7S III. The Alpha 7S III features two CFexpress Type A compatible media slots, that also support UHS-I and UHS-II SDXC/SDHC cards, for simultaneous media capture or extended continuous recording of even the highest bit rate data. Compliance with the VPG400 video performance guarantee profile specification ensures stable video recording at 400 MB/s, creating a smooth workflow for professional creators.

Effective heat dissipation design

The new CFexpress Type A memory cards are equipped with a heat sink to transfer heat generated by the card to the exterior when transmitting large amounts of data at high speed, using Sony's original alloy with excellent thermal conductivity. This enables users to record for long periods of time⁴ even when recording 4K 120p video internally.

Tough durability

Keeping up with Sony's TOUGH specifications, the new CFexpress Type A memory cards feature bending and impact resistance to protect precious data, even when frequently changing cards in the harshest environments. They are up to five times more resistant to drop impact and up to ten times more resistant to bending, compared to CFexpress Type A requirement standards, for outstanding durability. In addition, thanks to a specialised internal structure, they achieve an IPX7 water ingress protection rating and an IP5X dust ingress protection rating (IP57) for enhanced durability.

Reliability

Accidents happen. Sony's Memory Card File Rescue⁵ data recovery software allows users to recover accidentally deleted RAW images and 4K video from memory cards. In addition, Sony's Media Scan Utility⁶ media diagnostic software will be updated to support CFexpress Type A cards, allowing users to diagnose and receive a warning before the number of read/write cycles approaches the card's limit.

³ 10-bit depth and 4:2:2 color sampling, All Intra recording, when shooting in slow motion.

⁴ Depends on camera performance

⁵ Does not support data recovery for Content Protected and Game Data files. Not all data may be recoverable.

⁶ MRW-G2 CFexpress Type A/SD card reader is required for CFexpress Type A card diagnosis. Diagnosis is not possible with readers from other manufacturers or a direct camera connection.



CFexpress Type A/SD Card Reader

Optimised for the new CFexpress Type A memory cards, the CFexpress Type A/SD card reader ([MRW-G2](#)) provides SuperSpeed USB 10Gbps (USB 3.2 Gen 2) transfer speed, via its USB Type-C® connector, allowing creators to establish an efficient workflow when dealing with high-resolution image files, 4K video and other types of high-volume data. When combined with a CFexpress Type A card, it allows users to transfer data approximately 2.8 times faster than with conventional media.⁷ The MRW-G2 card reader can be used with CFexpress Type A and SDXC/SDHC (UHS-I and UHS-II) memory cards.

Availability

The CFexpress Type A memory cards and card reader will be available in Australia mid-September.

Pricing

[CEA-G80T](#): SRP \$369

[CEA-G160T](#): SRP \$699

[MRW-G2](#): SRP \$249.

###

About Sony: With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras,

⁷ Sony test conditions. Compared to Sony's SDXC UHS-II memory card.

Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

Images: Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.com.au

Social Media: Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - www.facebook.com/sonyaustralia, Instagram www.instagram.com/sonyaustralia and YouTube www.youtube.com/sonyaustralia.