



For Immediate Release

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Sony Australia Ltd

Sony launches world's fastest smart Multifunction USB Hub with UHS-II SD/microSD reader for efficient workflow



MRW-S3



TOUGH M

- *Sony's smart USB Hub, MRW-S3, delivers enhanced workflow efficiency for photographers, videographers and creators*
- *World's fastest¹ USB Hub brings out the top speed of USB devices with reliable data transfer*
- *Sony boosts its TOUGH SD card range with introduction of SF-M series TOUGH UHS-II SD card*

SYDNEY, 15 July 2019 – Sony continues to make ultra-high-speed, reliable and efficient workflow a reality for professionals, with the introduction of the MRW-S3 – the world's fastest UHS-II SD/microSD card reader and USB Hub with USB 3.1 Gen 2 and up to 100W USB Power Delivery (USB PD) and HDMI output capability support.

Sony also launches an addition to its TOUGH SD card range with the introduction of the TOUGH SF-M series.

Power through your projects

¹ Based on Sony investigation as of July 2019

Professional photographers, videographers and creators no longer need to worry about carrying numerous adapters to utilise their various pieces of kit or fret about using up ports on their latest PCs with USB Type-C™ ports. The MRW-S3 is a one-stop solution for fast and reliable data transfer in the form of a handy USB Hub.

The world's fastest² UHS-II SD and microSD card reader handles everything from high-resolution RAW image files to 4K videos. It also allows the user to maximise their creativity with more time to spend on retouching and editing content.



The MRW-S3 is also the fastest USB Hub supporting USB 3.1 Gen 2 and provides ultra-high-speed data transfer of up to 1000MB/s. This brings out the full speed of each USB device so that professionals can make the most of their high-speed SSDs like Sony's SL-M and SL-C TOUGH specification series.

In addition, the MRW-S3 can receive up to 100W USB Power Delivery (USB PD)³ to ensure stable and reliable connections with USB devices. Users can be notified by the USB power level indicators if each port is ready to be connected at max power supply levels, eliminating worries of sudden disconnection due to poor power management.

Simplify your work life

The MRW-S3 has a HDMI output with 4K 30fps capabilities, to connect to external monitors without the hassle of carrying extra adapters or sacrificing limited ports on your PC⁴.

² Based on Sony investigation as of July 2019

³ From USB PD supporting AC adapters. Recommended to use 35W or higher USB PD AC adapter

⁴ Providing the host PC can support DisplayPort output from USB Type-C port.

The powerful USB Hub has a durable aluminium body with a wave surface to prevent scratches, while the grip makes handling easier than ever, especially when connecting and disconnecting devices. The MRW-S3 weighs a mere 95g and comes with a detachable USB-C to USB-C cable for connecting to the host PC and helps prevent cable damage. This cable also can be used for connecting to USB 3.1 Gen 2 devices or to a USB PD AC adapter up to 100W, thanks to its embedded eMarker.



More than TOUGH enough

The SF-M TOUGH specification SD card is the world's toughest UHS-II SD card that is shockproof and has the highest-grade waterproof and dustproof levels. Even in extreme shooting conditions, your work is protected so you can focus on the job in hand.

With ultra-high-speed data transfer of up to 277MB/s read speed and 150MB/s write speed, both photographers and videographers can enjoy the speed benefits of the SF-M TOUGH SD cards, whether shooting high megapixel RAW photographs or recording 4K video. When used with the MRW-S3 USB Hub, backups are swift and buffer times reduced, resulting in a highly optimised workflow.

The SF-M TOUGH series will be available in 64GB, 128GB and 256GB capacities.

Pricing and Availability

The MRW-S3 and SF-M TOUGH will be available in Australia from November 2019. Pricing is Tbc.

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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, 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

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