

## **PROGRADE DIGITAL LAUNCHES NEW LINE OF PROFESSIONAL-QUALITY MEMORY CARDS AND CARD READERS FOR USE WITH DIGITAL CAMERAS, CAMCORDERS AND CINEMA CAMERAS**

*Former Lexar Executives Start New Company: Pledge to Focus on Developing and Marketing Products of Superior Performance, Quality and Reliability*



**SAN JOSE, Calif. – Feb 15, 2018 8:00 am EST—** ProGrade Digital, a new company founded on a mission to provide the highest quality, professional grade memory cards and workflow solutions available, today announced a new line of products designed to uniquely fill the needs of today’s high-end DSLRs, camcorders and digital cinema cameras. Memory cards will be offered in a variety of formats and industry-leading capacities. The company will also design and market a selection of card readers, starting

with a CFast & SD Dual Slot Workflow Reader that boasts a USB 3.1, Gen. 2 transfer protocol. ProGrade Digital’s new memory cards and card readers will become available in the month of February at [www.progradedigital.com](http://www.progradedigital.com), [Amazon.com](http://Amazon.com) and [B&H Photo and Video](http://B&H Photo and Video).

ProGrade Digital was founded by former executives from Lexar who held management or technical leadership positions at the company recognized as the pioneer in memory card development for digital photography. The team has more than 60 years of combined experience in the design, development and manufacture of memory cards gained while working for Lexar, SanDisk and other firms. Leveraging its experience and industry relationships, the team will focus exclusively on developing and marketing memory cards, card readers and software optimized for use within professional cinema and photography markets.

“Our goal is to be the professional’s source for top performing, professional grade memory cards and workflow solutions,” says Wes Brewer, founder and CEO of ProGrade Digital. “We will be committed to focusing our efforts on the digital imaging pro who is meticulous about his equipment and workflow—delivering the best service, plus best product quality and reliability.”

## Key Features of ProGrade Digital Memory Products

Imaging experts who shoot RAW, RAW HD video, 4K, 8K, 3D and 360-degree video may rely on ProGrade Digital's high-performance storage cards and workflow accessories.

### Memory Card Key Features

- Professional-level capacities for CFast 2.0 and SDXC UHS-II memory cards
- Optimized controllers specifically designed for use in professional-grade cameras
- Rigorous full-card testing with serialized tracking of key components and manufacturing data for the highest quality control
- Component-level testing down to individual memory chips for optimal quality
- 3-year warranty

### Card Reader Key Features

- Dual slot reader for CFast 2.0 and SDXC UHS-II card formats
- USB 3.1 Gen. 2 transfer speed of up to 10Gb/second
- Supports concurrent full-speed flow of data from cards in each slot
- Portable and compact
- Includes two 18" connection cables: one for Type A to Type C and one for Type C to Type C
- Magnetized reader bottom firmly connects reader to laptop (using included metal mounting plate)
- 2-year warranty

Card Format	Speed	Capacities	Pricing
CFast 2.0	550MB/sec	128GB, 256GB, 512GB	\$229.99, \$349.99, \$699.99
SDXC UHS-II, Class U3	200MB/sec	64GB, 128GB, 256GB	\$54.99, \$94.99, \$189.99

Reader	Supported Media	Interface	Speed	Pricing
CFast & SD Dual Slot Workflow Reader	CFast 2.0, SDXC	USB 3.1 Gen. 2	Up to 10Gb/sec	\$79.99

ProGrade Digital memory cards are designed to provide the highest levels of performance, quality and reliability in high-end DSLRs, camcorders and digital cinema cameras from manufacturers such as Canon, Nikon, Sony and Blackmagic.

ProGrade Digital cards and card readers are available online at [www.progradedigital.com](http://www.progradedigital.com), [Amazon.com](http://Amazon.com) and [B&H Photo and Video](http://B&H Photo and Video).

### About ProGrade Digital

While the company is new, the founders of ProGrade Digital are former executives from Lexar and SanDisk, where they held executive or senior management positions in corporate, engineering, operations and marketing. With more than 60 years of combined experience in the design and development of memory cards, its founders have a proven track-record in the memory card business, as well as long-term industry relationships with suppliers and manufacturers.

For more information, visit [www.progradedigital.com](http://www.progradedigital.com).

High resolution product photos and logo available for download at <http://bit.ly/ProGradeDigitalPRKit>

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