

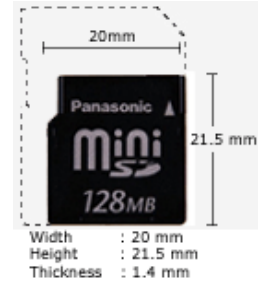


A New Lifestyle is Evolving with the SD Memory Card

The SD Memory Card is at the heart of many Panasonic products. It's a high-capacity, high-speed storage medium for the digital age. Incredibly small yet durable, the SD Memory Card is about the size of a postage stamp. It can store all kinds of digital content, like video, still images, music and more! So you can transfer data easily between products with an SD Card slot.

The miniSD™ card

The miniSD™ card was developed to meet industry demands for a memory card small enough for today's compact mobile phones. It is about 40% smaller than a Panasonic SD Memory Card, but offers all the benefits—including copyright protection. Each miniSD™ card comes with an adapter that makes the miniSD™ card compatible with standard SD-enabled products.



Ideal for MPEG2 Video Recording

The increasing data volume and expanding range of digital contents require high data reading and writing speeds. Panasonic SD Memory Cards, 256MB¹ and higher, achieve the data writing speed fast enough to record MPEG2 video in fine mode.

Compact & Slim

The SD Memory Card measures a mere 0.94" x 1.26" x .08" (24mm x 32mm x 2.1mm). Its slim, compact design promotes easy handling—an important factor for moving between different SD-compatible products. Our SD Memory Cards are small enough to be used in select mobile phones and PDAs, as well as many other compact or multi-functional products.

Large Capacity

SD Memory Cards are currently available in several capacities up to 1GB². Be on the lookout in the near future for 2GB² and 4GB² cards. This kind of large capacity is essential for use with various digital content types, especially high-quality MPEG2 video.

Fast Access

Providing quick response and effortless handling of digital content, SD Memory Cards 256MB¹ and higher can write data fast enough to record high-quality MPEG2 video in fine mode.

Copyright Protection

The copyright protection technology used for the SD Memory Card, Content Protection for Recordable Media (CPRM), is the key to enabling a new distribution system for music and other commercial media. CPRM assures a high level of protection against illegal copying and was developed by 4C (The digital contents copyright protection technology licensing organization of IBM, Intel, Matsushita, and Toshiba.).

This protection is enhanced in the SD Memory Card through the use of key revocation technology that is built into the card. The card's control circuitry allows data to be read and written, in its protection area only when appropriate external devices are detected. Copying data ("checking-out") from a PC to an SD Memory Card is restricted to three copies in compliance with the SDMI specification.

Comparison chart

File Type		1GB ²	512MB ¹	256MB ¹
Approx. Number of JPEG Photos ³ (1,600 x 1,200)	Standard	2325	1209	600
	Fine	1162	604	300
Approx. Time of MPEG4 Video (Using the D-snap SV-AV50)	384 Kbps, 12 fps	370 min.	180 min.	90 min.
Approx. Time of MPEG2 Video (Using the D-snap SV-AV100)	6 Mbps, 30 fp3	20 min.	10 min.	5 min.
Approx. Time of Recording Capacity for Music ⁴ (AAC/MP3/WMA)	High Quality (128kbps)		8h. 44 min.	4h. 20 min.
	Normal (96kbps)		11h. 38 min.	5h. 46 min.
	Long Play (64kbps)		17h. 28 min.	8h. 40 min.

File Type		128MB ¹	64MB ¹	32MB ¹
Approx. Number of JPEG Photos ³ (1,600 x 1,200)	Standard	301	149	72
	Fine	150	74	36
Approx. Time of MPEG4 Video (Using the D-snap SV-AV50)	384 Kbps, 12 fps	40 min.	20 min.	10 min.
Approx. Time of MPEG2 Video (Using the D-snap SV-AV100)	6 Mbps, 30 fp3	n/a	n/a	n/a
Approx. Time of Recording Capacity for Music ⁴ (AAC/MP3/WMA)	High Quality (128kbps)	2h. 10 min.	1h. 4 min.	31 min.
	Normal (96kbps)	2h. 54 min.	1h. 26 min.	42 min.
	Long Play (64kbps)	4h. 21 min.	2h. 9 min.	1 h. 3 min.

Footnotes

1. MB = 1 million bytes. Usable capacity will be less.
2. GB = 1 billion bytes. Usable capacity will be less.
3. For normal shooting of 1,600 x 1,200 /static/Content. These figures vary depending on the subject being photographed and on the particular model.
4. Approximate recording time in AAC format.