



SD ASSOCIATION EXPANDS iSDIO SPECIFICATION, ADDS HIGH-SPEED CONTACTLESS DATA TRANSFER WITH TRANSFERJET

New iSDIO memory cards to feature fast contactless transfers between equipped devices

PHOTOKINA and SAN RAMON, Calif. – Sept. 16, 2014 – The [SD Association \(SDA\)](#), a global ecosystem of companies setting industry-leading memory card standards, announced an enhanced iSDIO specification offering a SD memory card with TransferJet contactless communications. Products using the specification will be simple to use and feature secure connections for quick peer-to-peer data transfer.

The data recorded on an iSDIO TransferJet memory card can now be wirelessly communicated between TransferJet equipped devices. Typical devices capable of supporting this contactless communication include personal computers, smartphones and printers. The specification also facilitates the contactless data transfer between other iSDIO TransferJet memory cards used in any type of device.

TransferJet technology provides high-speed contactless data transfer capability with the convenience of simply placing devices next to each other. Data is transferred at 560Mb per second with an effective throughput of up to 375Mb per second. TransferJet data transfer speed is more than 1,000 times faster than the typical speed of NFC, allowing large data files like videos to transfer through TransferJet almost instantaneously.

The iSDIO TransferJet specification offers consumers another method of contactless communication. The advanced, intuitive ease of use enabled by TransferJet technology gives consumers high performance file transfers without the complicated configuration procedures common with other wireless systems.

"The SD Association is giving consumers and businesses more convenient choices to move their large movie, photo, music and data collections wirelessly between devices in record time," said Brian Kumagai, president of the SD Association. "We know that it's difficult for just one technology to do everything, so we continue to expand our renowned data storage capabilities with wireless conveniences whenever possible. We were able to complete the iSDIO specification update quickly thanks to our recently announced collaboration with the TransferJet Consortium."

The SD Association and TransferJet Consortium, the international group developing industrial standards of close proximity and contactless high-speed data transmission technology, began collaborating in March, 2014.

TransferJet is a close proximity, high-speed contactless data transmission technology. It's unique near-field coupling feature enables simple and easy operation while maintaining security, data connection and high performance. SD memory card standards provide massive storage capacities capable of supporting memory-hungry picture and high-definition video files, including 4K and even 8k video, in the world's leading removable memory form factor.

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SD memory card standards and TransferJet technology are found in consumers' cameras, printers, laptops, tablets, smartphones and more devices around the world. Industry verticals with massive data demands will directly benefit from transferring data quickly and securely between SD memory cards and other devices with TransferJet technology.

SD specifications are available exclusively to SD Association members.

SD Association

The SD Association is a global ecosystem of nearly 1,000 technology companies charged with setting interoperable SD standards. The Association encourages the development of consumer electronic, wireless communication, digital imaging and networking products that utilize market-leading SD technology. The SD standard is the number one choice for consumers and has earned more than 80 percent of the memory card market with its reliable interoperability and its easy-to-use format. Today, smart phones, tablets, Blu-ray players, HDTVs, audio players, automotive multimedia systems, handheld PCs, digital cameras and digital video cameras feature SD interoperability. For more information about SDA or to join, please visit the Association's website, www.sdcard.org.

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