



FOR IMMEDIATE RELEASE

SD ASSOCIATION DISPLAYS ADVANCED SOLUTIONS FOR MOBILE DEVICES AT MWC

microSD featuring new UHS-II capabilities, smartSD for HCE and FIDO and Wireless LAN SD among innovations demonstrated to inspire mobile industry

SAN RAMON, CALIF. and BARCELONA – MWC BOOTH 5120 – Feb. 25, 2015 -- The SD Association (SDA), a global ecosystem of companies setting industry-leading memory card standards, will demonstrate at Mobile World Congress how SD standards facilitate new opportunities for mobile devices to do more. Demonstrations include new microSD memory cards and connectors featuring incredibly fast UHS-II capabilities, Wireless LAN SD memory cards offering expandable connected memory capabilities, plus smartSD memory cards supporting Near Field Communications (NFC) and Secure Elements (SE).

microSD with UHS- II: Incredible speeds for everyone's trusted memory card

New microSD memory cards and connectors featuring UHS-II deliver easily expandable memory with high speeds to satisfy the performance needs of 4K video as well as the most demanding operating systems. UHS-II brings the best performance for any application and ensures the smoothest recording and playback of 4K movies and 3D HD content on UHS-II devices. It excels at handling high-speed uploads and downloads of large data files from USB3 and WiGig. UHS-II maintains backwards compatibility, can reduce overall energy consumption in comparison to UHS-I and continues the well-known microSD form factor that allows anyone to expand a UHS-II device's storage. Find more details about UHS-II at www.sdcard.org/developers/overview/bus_speed/index.html.

smartSD: Solutions for payments, online authentication, transport and more

smartSD memory cards are the industry's best solution to create a secure mobile app while protecting both user identity and server credentials. smartSD brings the required security to optimize a HCE implementation, plus it offers the industry's best token for FIDO since a card can be used in both a mobile device and a computer. smartSD also offers an ideal solution for the MIFARE/DESFire ecosystem and for any other applications requiring a known security level and certification. It also excels at providing root of trust and security to applications on a mobile device. smartSD offers an independent SE for all consumers regardless of their mobile operator or phone model for deployment of contactless service and digital security on their mobile phones. Read more about smartSD at www.sdcard.org/developers/overview/ASSD/smartsd.

Wireless LAN SD: Adding wireless connectivity and storage to devices

Wireless LAN SD lets consumers wirelessly transfer pictures, videos and other content from most existing mobile devices, digital cameras and video cameras to cloud services using Wi-Fi networks. Data can be conveniently shared between other devices using a Wireless LAN SD memory card. These memory cards make it easier to automatically save stored data online and share huge

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amounts of photos and videos to social networks, friends and family. Device manufacturers can simplify product designs and lower device costs by taking advantage of Wireless LAN SD. Learn more about this standard at www.sdcard.org/developers/overview/isdio/wirelesslan/index.html.

“The SD Association works diligently to stay ahead of the mobile device industry and anticipate needs for new capabilities that bring benefits for both product manufacturers and consumers,” said Brian Kumagai, SD Association president. “Creating smartSD, Wireless LAN SD and UHS-II capabilities adds to our 15-year legacy of leadership in the consumer electronics marketplace. The SDA remains committed to delivering value for microSD slotted smartphones, tablets, computers and other consumer electronic devices.”

Come visit SDA booth # 5I20 in Hall 5 at Mobile World Congress in Barcelona from March 2nd to 5th 2015 to see all of the innovative ways the SDA can improve mobile devices.

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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