

WW Retail Marketing Product Messaging

SanDisk Extreme® CompactFlash® Memory Card

Top Level Specs

16GB: up to 120MB/s read; up to 60MB/s write

32GB, 64GB, and 128GB: up to 120MB/s read; up to 85MB/s write

Positioning Statement – Internal only

For photo and video enthusiasts who want to take exceptional pictures and videos with their mid-to-high-end DSLRs, we provide the high performance, high capacity memory they need to take full advantage of their cameras' most advanced features. Unlike competitors' products, SanDisk Extreme CompactFlash cards deliver an optimal combination of shot performance (up to 85MB/s -32GB - 128GB), sustained video capture speed (VPG-20), and accelerated workflow/transfer efficiency (up to 120MB/s).

The speed you need to be creative

At-a-Glance Overview

- Fast shot speeds up to 85MB/s* for faster continuous burst shooting [32GB-128GB ONLY]
- Fast transfer speeds up to 120MB/s* for increased workflow efficiency
- Video Performance Guarantee (VPG-20) for Full HD video¹
- Tested for durability in extreme conditions (-25°C to 85°C, -13°F to 185°F)

Copy

15-word copy [32GB-128GB ONLY]

The optimal combination of shot speed (up to 85MB/s*), sustained video performance guarantee (VPG-20)², and transfer speed (up to 120MB/s*).

60-word copy [32GB-128GB ONLY]

Maximize your creative potential with an optimal combination of shot speed (up to 85MB/s*), sustained video performance guarantee (VPG-20)², and transfer speed (up to 120MB/s*). With up to 128GB** of storage capacity you will be able to shoot more pictures and capture more Full HD video³ without running out of space. That's why for uncompromising results, professional photographers trust SanDisk.

100-word copy [32GB-128GB ONLY]

SanDisk Extreme[®] CompactFlash[®] cards are ideal for photo and video enthusiasts who want to capture their best work with their mid-range to high-end DSLRs. Maximize your creative potential with the SanDisk Extreme CompactFlash card, delivering an optimal combination of shot speed (up to 85MB/s*), sustained video performance guarantee (VPG-20)², and transfer speed (up to 120MB/s*). Produce studio quality photos/videos with advanced camera features such as rapid shots, burst mode, RAW plus JPEG and capture Full HD video (1080p)³. Plus with up to 128GB** of storage capacity you can shoot more pictures and capture more video without running out of space. That's why for uncompromising results, professional photographers trust SanDisk.



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Circular Ad Bullets

- For continuous burst shooting
- Video Performance Guarantee (VPG-20)² for Full HD video¹
- Enjoy shot speeds up to 85MB/s* [32GB-128GB ONLY]
- Save time with transfer speeds up to 120MB/s*
- Up to 128GB** for longer non-stop sessions
- Trusted by professionals
- Higher capacity to capture more video
- Full HD video (1920x1080p)³

Web Banner

The speed you need to be creative

Headlines

- Maximize your creative potential
- Performance for studio quality photos and videos
- Extreme speed for advanced photography and Full HD video³
- Extreme performance for extreme conditions

Color Copy

- Don't stop the action. With up to 128GB** of storage capacity, shoot more photos and Full HD video (1080p)³ without interrupting your sessions
- Shoot like a pro and work like a pro with extreme shot and transfer speeds
- Get the optimal combination of shot speed (up to 85MB/s*), video performance guarantee (VPG-20)², and transfer speed (up to 120MB/s*) [32GB-128GB ONLY]
- Extreme performance to take full control of advanced camera features such as rapid shots, burst mode, RAW plus JPEG capture, and Full HD video³
- Dependability and extreme performance from the global leader in flash memory cards⁴ (in China, say a global leader)
- Extreme performance you can count on in extreme conditions
- Maximize your creative potential and produce studio quality photos and videos with the optimal combination of shot performance (up to 85MB/s*), sustained video capture speed (VPG-20)², and workflow/transfer efficiency (up to 120MB/s*). [32GB-128GB ONLY]
- Shoot like a Pro and take full control of more camera features such as rapid shots, burst mode, RAW plus JPEG capture, and Full HD video³.

Product Feature Bullets

- Read speed up to 120MB/s*
- Write speed up to 85MB/s* [32GB-128GB ONLY]
- VPG-20 for Full HD video recording¹
- Capacities up to 128GB**
- Sealed with RTV silicone for added protection against shock and vibration
- Lifetime limited warranty⁵-US ONLY



WW Retail Marketing **Product Messaging**

Lifetime warrantv⁵

Tech Specs

- Available capacities:, 16GB, 32GB, 64GB, 128GB**
- Performance/speed:
 - 16GB (Up to 120MB/s* read, Up to 60MB/s* write); VPG-20²
 - 32GB-128GB (Up to 120MB/s* read, Up to 85MB/s* write); VPG-20²
- Tested under extreme temperature conditions (-25°C to 85°C, -13°F to 185°F)
- Extreme durability for extreme environments, sealed with RTV silicone for added protection against shock and vibration
- Support: Lifetime limited warranty⁵ –US ONLY
- Support: Lifetime warranty⁵

Legal Copy

Disclosure Copy

PLEASE NOTE the numbers used below correspond with the claims used within this document and the order in which they appear. If the claims appear in a different order within the marketing asset, please adjust the numbering accordingly.

- * 16GB: up to 120MB/s read speed; up to 60MB/s write speed. 32GB-128GB: up to 120MB/s read speed; up to 85MB/s write speed. Based on internal testing; performance may be lower depending upon host device. 1MB=1,000,000 bytes.
- **1GB=1,000,000,000 bytes. Actual user storage less.
- ¹ Video Performance Guarantee enabled to ensure video recording at 20MB/s minimum sustained write speed. Full HD (1920x1080) video support may vary based upon host device, file size and other factors. See www.sandisk.com/HD
- ² Video Performance Guarantee enabled to ensure video recording at 20MB/s minimum sustained write speed.
- Full HD (1920x1080) video support may vary based upon host device, file size and other factors. See www.sandisk.com/HD

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Copyright Statement-update to applicable year

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⁵ 30 year warranty in Germany, Canada and regions not recognizing lifetime warranty. See www.sandisk.com/wug.