



Samsung Electronics Introduces the EVO Plus 256GB MicroSD Card, with the Highest Capacity in its Class

Combined high performance and capacity, this memory card solution provides consumers with up to 12 hours of 4K UHD video storage

SEOUL, Korea – May 10, 2016 – Samsung Electronics Co., Ltd., an expert provider of advanced memory solutions, today unveiled its newest memory card globally – the EVO Plus 256GB microSD card. The EVO Plus 256GB offers the highest capacity for a microSD card in its class, delivering fast speeds and an expanded memory storage for use in premium smartphones and tablets, 360-degree video recorders, action cameras, and drones. Consumers can now record up to 12 hours of 4K UHD video or 33 hours of Full HD video on their mobile device or action camera without needing to change or replace the memory card, allowing them to experience more and worry less about running out of memory.

The EVO Plus 256GB raises the bar for capacity and performance of microSD cards thanks to Samsung's advanced V-NAND technology, offering high read and write speeds of up to 95MB/s and 90MB/s, respectively. This level of performance will provide general consumers and professionals with superb user convenience for storing heavy-loaded, high-resolution photography and 4K video recording, as well as graphic intensive multimedia like virtual reality (VR) and gaming.

"With the upward trend of consumers using high-performance, high-capacity mobile devices, our new, V-NAND-based 256GB microSD card solution allows us to deliver the memory card consumers have been craving," said Un-Soo Kim, Senior Vice President of Brand Product Marketing, Memory Business at Samsung Electronics. "Our EVO Plus 256GB microSD card, will provide consumers with large capacity, and high read and write speeds. We are excited to offer our customers convenient and seamless multimedia experiences when they access, store and share all of the content they create and capture."

The EVO Plus 256GB microSD card provides advanced protection, capacity, and performance with long-term reliability needed to get the most out of today's electronics, making it an ideal companion for high-end smartphones and tablets with a microSD slot, even in the most extreme conditions.

Samsung will offer the EVO Plus 256GB microSD card with a limited 10-year warranty in more than 50 countries, including the USA, Europe, China, and other regions starting in June 2016 for \$249.99 (Manufacturer's suggested retail price).

Key Features and Specifications

Category	Samsung EVO Plus 256GB
Capacity	<ul style="list-style-type: none">• 256GB of content storageⁱ<ul style="list-style-type: none">○ Up to 55,200 photos○ Up to 12 hours of 4K UHD video○ Up to 33 hours of full HD video○ Up to 46 hours of HD video○ Up to 23,500 MP3 files/songs
Samsung 4-Proof Features ⁱⁱ	<ul style="list-style-type: none">• Waterproof (IEC 60529, IPX7)• Temperature-proof• X-ray-proof• Magnetic-proof
Transfer Speeds	<ul style="list-style-type: none">• Read and write speeds of up to 95MB/s and 90MB/s, respectively
Speed Class	<ul style="list-style-type: none">• UHS-1, Class 10, (U3) compatible
Warranty	Limited 10-year

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

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i The above results are from internal tests with the average-actual data store capacity (93.1% of the labeled capacity). The results may vary based on testing conditions and host devices.

- 4032x3024 12MP
- 3840x2160 (30 fps) 4K UHD
- 1920x1080 Full HD (30fps)
- 1280x720 HD
- Average file size : 10.7MB

The storage capacity stated in the product specifications may be lower than the capacity reported by users' device due to difference in measurement standards.

ii Operating temperatures of -25°C to 85°C (-13°F to 185°F), non-operating temperatures of -40°C to 85°C (-40°F to 185°F). Withstands standard airport x-ray machines and the magnetic field equivalent of a high-field MRI scanner.