OFFICIAL NAMES	
Product Name:	CFexpress Type A / SD card reader
Model Name:	MRWG2
Short Description:	Sony CFexpress Type A / SD card reader
Long Description:	Sony CFexpress Type A / SD card reader - MRWG2

SETUP INFORMATION	
UPC	027242920941
Product weight:	0.21 lb.
Product Dimension (Φ D*L) inches:	2.165"x 3.74"x 0.47"
Sub-Carton Gross weight:	0.36 lb.
Sub-Carton Dimension (L*W*H):	3.9" x 1.7" x 4.9"
QTY of Sub-carton per Master Carton:	2
Master Carton Gross weight:	5 lb.
Master Carton Dimension (L*W*H) inches:	8.9" x 4.3" x 5"
Country of origin:	Taiwan
Price at launch – USA:	$ 119.99
Price at launch – Canada:	$ 159.99

ANNOUNCEMENT/SHIP TIMING	
Product announcement date:	28 July 2020 @ 10:00AM EDT (7:00AM PDT)
Web page, Image & video Embargo date:	28 July 2020 @ 10:00AM EDT (7:00AM PDT)
Pre-sales date:	28 July 2020 @ 10:00AM EDT (7:00AM PDT)
RDD (Requested Delivery Date):	23 Sep 2020
CDD/FCS (First Customer Ship):	24 Sep 2020

INCLUDED IN THE BOX	
CFexpress Type A / SD card reader	MRWG2

RECOMMENDED ACCESSORIES	
CFexpress media card 160GB	CEAG160T
CFexpress media card 80GB	CEAG80T

(DO NOT USE THIS COPY IN MARKETING – THIS IS FOR REFERENCE ONLY)	
Target Audience	• Professionals and enthusiasts with CFexpress Type A and fast SD cards
Major Competitors	•
Competitive Features	• Provides SuperSpeed USB 10Gbps (USB 3.2 Gen 2) transfer speed, via its USB Type-C® connector • Support high-speed transfer of high-resolution images files, 4K video and other types of high-volume data. • Data transfer with CFexpress Type A card approximately 2.8 times faster than with conventional media . • Compatible with both CFexpress Type A and SDXC/SDHC (UHS-I and UHS-II) memory cards.
Line-up Positioning	• Made to support Alpha 7S III and high-speed CFexpress Type A cards

ADVERTISING & MESSAGING

	Copy	Words
Main Headline		
10-word	Optimized for the new CFexpress Type A memory cards and legacy SD cards	
25-word	Optimized for the new CFexpress Type A memory cards and legacy SD cards, the MRWG2 reader provides SuperSpeed USB 10Gbps (USB 3.2 Gen 2) transfer speed via its USB Type-C® connector.	
50-word	Optimized for the new CFexpress Type A memory cards and legacy SD cards, the MRWG2 reader provides SuperSpeed USB 10Gbps (USB 3.2 Gen 2) transfer speed via its USB Type-C® connector, allowing creators to establish an efficient workflow when dealing with high-resolution images files, 4K video and other types of high-volume data. When combined with a CFexpress Type A card, it allows users to transfer data approximately 2.8 times faster than with conventional media. The MRWG2 card reader can be used with CFexpress Type A and SDXC/SDHC (UHS-I and UHS-II) memory cards.	

SEO – Search Engine Optimization

VIDEO	

SHORT BULLETS		
Rank	**Feature**	**Char.**
1	SuperSpeed up to USB 10Gbps (USB 3.2 Gen 2) transfer speed	
2	Supports high-resolution images, 4K video and other types of data	
3	CFexpress Type A data transfer approx. 2.8x faster than conventional SD	
4	Data transfer compatible w/ CFexpress Type A and SDXC/SDHC memory cards	
5	USB Type-C® connector	
6		
7		
8		
9		
10		

FEATURE BULLETS			
Rank	**Feature**	**Description**	**Rich Asset**
1	CFexpress Type A/SD Card Reader	Optimized for the new Sony CFexpress Type A memory cards and legacy SD cards, the MRWG2 reader provides SuperSpeed USB 10Gbps (USB 3.2 Gen 2) transfer speed via its USB Type-C® connector, allowing creators to establish an efficient workflow when dealing with high-resolution images files, 4K video and other types of high-volume data. When combined with a Sony CFexpress Type A card, it allows users to transfer data approximately 2.8 times faster than with conventional media . The MRWG2 card reader can be used with CFexpress Type A and SDXC/SDHC (UHS-I and UHS-II) memory cards.	

FEATURE BULLETS			
Rank	**Feature**	**Description**	**Rich Asset**
2			
3			
4			
5			
6			
7			
8			
9			
10			

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FOOTNOTES	
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