

OFFICIAL NAMES		
Product Name:	CFexpress Type A Memory Card 160GB	CFexpress Type A Memory Card 80GB
Model Name:	CEAG160T	CEAG80T
Short Description:	Sony CFexpress Type A 160GB memory card	Sony CFexpress Type A 80GB memory card
Long Description:	Sony CFexpress Type A 160GB memory card with 800MBps read and 700MBps write speeds <sup>1</sup> - CEAG160T	Sony CFexpress Type A 80GB memory card with 800MBps read and 700MBps write speeds <sup>1</sup> – CEAG80T

SETUP INFORMATION		
	CEAG160T	CEAG80T
UPC	027242914537	027242914520
Product weight:	Approx. 0.007 oz.	Approx. 0.007 oz.
Product Dimension (Φ D*L) inches:	1.1" x .79" x .11"	1.1" x .79" x .11"
Sub-Carton Gross weight:	0.097 lb.	0.097 lb.
Sub-Carton Dimension (L*W*H) inches:	5" x 3.9" x 0.6"	5" x 3.9" x 0.6"
QTY of Sub-carton per Master Carton:	5	5
Master Carton Gross weight:	.613 lb.	.613 lb.
Master Carton Dimension (L*W*H):	5.2" x 4.5" x 3.5"	5.2" x 4.5" x 3.5"
Country of origin:	Taiwan	Taiwan
Price at launch – USA:	\$ 399.99	\$ 199.99
Price at launch – Canada:	\$ 519.99	\$ 259.99

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 card	CEAG160T	CEAG80T

RECOMMENDED ACCESSORIES	
Camera body	ILCE7SM3/B
CFexpress/SD media card reader	MRWG2

**(DO NOT USE THIS COPY IN MARKETING – THIS IS FOR REFERENCE ONLY)**

Target Audience	<ul style="list-style-type: none"> <li>Alpha 7S III owners</li> </ul>
Major Competitors	<ul style="list-style-type: none"> <li>None at launch</li> <li>Expect Sandisk, Lexar</li> </ul>

Competitive Features	<ul style="list-style-type: none"> <li>• 800MB/s read speed &amp; 700MB/s write speed<sup>1</sup></li> <li>• VPG400 compliant</li> <li>• Smaller than SD card - compact size is ideally suited for use with compact cameras</li> <li>• TOUGH construction ensures high durability and dust/water resistance plus excellent heat dissipation</li> <li>• Supported by File Scan Utility memory diagnostic software and Memory Card File Rescue data recovery software</li> </ul>
Line-up Positioning	<ul style="list-style-type: none"> <li>• New card format ideally suited for cameras like Alpha 7S III</li> </ul>

ADVERTISING & MESSAGING		
	Copy	Words
<b>Main Headline</b>		
<b>10-word</b>	CFexpress Type A Memory Card with High-speed Performance and Tough Durability	11
<b>25-word</b>	Fast, compact and TOUGH. The new compact Sony CFexpress Type A Memory Card has been designed with high-speed performance and durability for professional grade cameras.	25
<b>50-word</b>	CEAG80T (80GB) and CEAG160T (160GB) use the latest flash memory control technology to achieve read speeds as high as 800MB/s <sup>1</sup> and write speeds as high as 700MB/s <sup>1</sup> greatly reducing buffer clearing times for efficient, stress-free shooting. TOUGH and durable impact, bending, dust and moisture resistant give you peace of mind only found in Sony TOUGH cards.	56

SEO – Search Engine Optimization
Sony, Sony media card, Sony memory card, flash card, flash memory card ,CFexpress, Sony CFexpress, CFexpress Type A, Sony CFexpress Type A, TOUGH, Sony TOUGH, Sony TOUGH card, Sony 80GB, Sony 160GB, Alpha 7S III, ILCE7SM3/B

VIDEO

SHORT BULLETS		
Rank	Feature	Char.
1	Up to 800MB/s read speed and 700MB/s write speed <sup>1</sup>	
2	Compact design to fit compact cameras	
3	Effective heat dissipation to support high bitrate data transfers	
4	TOUGH and durable impact, bending, dust and moisture resistant <sup>2</sup>	
5	Resistant to humidity, X-rays, electrostatic charges, ultraviolet radiation <sup>2</sup>	
6	Supported by File Scan Utility memory diagnostic software	
7	Supported by Memory Card File Rescue data recovery software	
8		
9		
10		

FEATURE BULLETS			
Rank	Feature	Description	Rich Asset
1	Up to 800MB/s read speed and 700MB/s <sup>1</sup> write speed	Both the CEA-G80T (80GB) and CEA-G160T (160GB) use the latest flash memory control technology to achieve read speeds as high as 800MB/s and write speeds as high as 700MB/s, greatly reducing buffer clearing times for efficient, stress-free shooting. The CFexpress Type A cards are ideally suited for high-speed continuous shooting of more than 1,000 uncompressed RAW still images, as well as 4K 120p movie recording at high bit rates with the Slow & Quick Motion function when paired with cameras like the Alpha 7S III. Compliance with the VPG400 video performance guarantee profile specification ensures stable video recording at 400 MB/s—creating a smooth workflow for professional creators.	
2	Compact design to fit compact cameras	Smaller than both CFexpress Type B and SD media cards, yet much faster than SD cards, the CFexpress is perfectly suited for compact cameras like Sony's mirrorless Alpha series. The Alpha 7S III features two card slots, both compatible with SD and the new CFexpress Type A media, while maintaining class leading camera size and weight.	
3	Effective heat dissipation to support high bitrate data transfers	The new CFexpress Type A memory cards are equipped with a heatsink to transfer heat generated by the card to the exterior when transmitting large amounts of data at high speed, using Sony's original alloy with excellent thermal conductivity. This enables users to record for long periods of time, even when recording 4K 120p video internally.	
4	TOUGH and durable; impact, bending, dust and moisture resistant	Keeping up with Sony's TOUGH specifications, the new CFexpress Type A memory cards feature bending and impact resistance to protect precious data, even when frequently changing cards in the harshest environments. Offering outstanding durability, they are up to five times more resistant to drop impact and up to ten times more resistant to bending, compared to CFexpress Type A requirement standards. Thanks to a specialized internal structure, they achieve an IPX7 water ingress protection rating and an IP5X dust ingress protection rating (IP57) for enhanced durability.	
5		Resistant to humidity, X-rays, electrostatic charges, ultraviolet radiation	

FEATURE BULLETS			
Rank	Feature	Description	Rich Asset
6	Supported by Memory Card File Rescue data recovery software <sup>3</sup>	Accidents happen. Sony's Memory Card File Rescue data recovery software <sup>3</sup> allows users to recover accidentally deleted RAW images and 4K video from memory cards. In addition, Sony's Media Scan Utility media diagnostic software will be updated to support CFexpress Type A cards allowing users to diagnose and receive a warning before the number of read/write cycles approaches the card's limit. For more detail, please refer to: <a href="https://www.sony.com/electronics/support/">https://www.sony.com/electronics/support/</a>	
7	Supported by Media Scan Utility memory diagnostic software <sup>4</sup>	Sony's Media Scan Utility, is a software application for desktop computers that diagnoses the state of the flash memory in memory cards <sup>4</sup> . When installed on a desktop computer, supported memory cards will automatically be diagnosed when mounted, and a warning will be displayed when the number of read/write cycles approaches the card's limit, giving you the peace-of-mind that the card will perform as needed for your next project. The application will be updated to support CFexpress Type A cards and made available as a free download. MRWG2 card reader is required for CFexpress Type A card diagnosis. Diagnosis is not possible with readers from other manufacturers or a direct camera connection.	
8	CFexpress Type A/SD Card Reader	Optimized for the new CFexpress Type A memory cards, the optional CFexpress Type A/SD card reader (MRW-G2) 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 MRW-G2 card reader can be used with CFexpress Type A and SDXC/SDHC (UHS-I and UHS-II) memory cards.	
9			
10			

**LEGAL**

© 2020 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony is not responsible for typographical and photographic errors. Features and specifications are subject to change without notice.

Sony, the Sony logo, the Alpha logo, Exmor R and BIONZ XR are trademarks of Sony Corporation. All other trademarks are trademarks of their respective owners.

**FOOTNOTES**

<sup>1</sup> Actual performance may vary and is dependent on environment and usage.

<sup>2</sup> an IPX7 water ingress protection rating and an IP5X dust ingress protection rating (IP57) for enhanced durability.

3	Does not support data recovery for Content Protected and Game Data files. Not all data may be recoverable.
4	MRW-G2 CFexpress Type A/SD card reader is required for CFexpress Type A card diagnosis. Diagnosis is not possible with readers from other manufacturers or a direct camera connection.
5	
6	
7	