

DIGITAL PHOTOGRAPHY

THE LATEST FROM LEXAR

BY CYNTHIA ANDERSON

As one of the industry's most recognized names, Lexar is always coming up with new ways to enhance the digital camera experience. The company's professional product line caters to the top end of the market with memory cards and card readers known for their superior reliability and performance.

"We realize that our customers use these products to earn their livelihood," says John Omvik, Lexar's director of professional product marketing. "As avid photographers ourselves, we make it a point to design products that continually improve workflow, and back them up with customer support that's second to none."

Lexar was the first company to ship Image Rescue™ software with its cards, a utility that allows you to do hardware diagnostics as well as recover lost or deleted pictures. "If a problem comes up, you can reformat or repair the card in the field, in real time," says Omvik. "If that doesn't work, you can call our customer support line (510-413-1233) and one of our live technicians will take a crack at it."

He tells the story of a photographer who was covering Hurricane Katrina and dropped his camera in the floodwater, causing an electrical short in the card. "We were able to help him recover most of the pictures he had taken," says Omvik. "If you've got a killer assignment and something happens, chances are we can help save the job."

Lexar's SD and CF memory cards come with lifetime limited warranties and a unique registration code that allows you to download three free software programs from the Lexar web site: Lexar Image Rescue™, Lexar Backup n Sync™ and

Corel® Paint Shop Pro® X.

The latest offerings in Lexar's professional product line include:

Professional UDMA Cards

These Ultra Direct Memory Access cards dramatically reduce image download times when paired with a UDMA-enabled reader like Lexar's Professional FireWire 800.

The cards are available in 2GB, 4GB and 8GB capacities. Speed-rated at 300x, they are capable of a minimum sustained write speed of 45MB per second. "This translates to a 125% improvement in per-



Lexar Professional UDMA Dual-Slot USB Reader

formance over Lexar's previous generation of 133x CF cards," says Omvik. Users will notice not only improved download times but also improved in-camera performance with selected UDMA-enabled digital camera backs and new digital SLRs to be announced later this year.

"For professional photographers who capture large volumes of high-resolution images, the improvement in workflow can be dramatic," says Omvik. "One pho-

tographer reported that he spent half the usual time moving data from his cards to his computer. This also represents important energy savings for photographers in the field with battery-operated laptops."

In addition to free dedicated technical support and a limited lifetime warranty, Lexar Professional UDMA memory cards come with free access to Lexar Image Rescue™ 3, Lexar Backup n Sync™ and Corel® Paint Shop Pro® X.

Professional SDHC Cards

Secure Digital High Capacity (SDHC™) flash memory cards are designed for pros and high-end amateurs seeking to quickly capture large numbers of high-resolution images with SDHC-enabled digital cameras.

"Capturing large RAW files on small-sized cards was a limitation in the past, but our Professional 4GB SDHC card removes that limitation," says Omvik. "SDHC-based camera users can now enjoy the same advantages of high-capacity storage available to CF-based users."

These high-performance cards are speed-rated at 133x and deliver a minimum sustained write speed of 20MB per second. When used in conjunction with Lexar's high-speed USB 2.0 reader, photographers will notice significantly faster download times.

The cards are based on the Secure Digital Association's 2.0 specifications utilizing the FAT32 file system; they cannot be used with standard SD host devices, but only with SDHC-enabled devices. Like Lexar's other new professional cards, the SDHC cards offer a limited lifetime warranty, a free customer support line and free access to Lexar Image

Rescue™ 3, Lexar Backup n Sync™ and Corel® Paint Shop Pro® X.

UDMA FireWire 800 and Dual-Slot USB 2.0 Readers

These new readers increase download speeds like never before. According to Omvik, “I can now download an entire shoot from our new 300x Professional UDMA cards in half the time I could with our previous generation of products.”

The UDMA FireWire 800 is an upgrade to Lexar’s previous stackable model that allows you to download images from up to four cards simultaneously. “We know



Lexar Professional 133X SDHC™ Card

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Lexar Professional UDMA 300X Compact Flash



Lexar Professional UDMA FireWire® 800 Reader

that a lot of folks out there shoot multiple cards and need to download them as quickly as possible,” observes Omvik. “We are the first manufacturer to offer stackable cards that can be daisy-chained together. The cards ship with two FireWire slots plus a long cable and a short cable to enable this.” The reader is also compatible with FireWire 400 devices when used with an optional 800-to-400 cable.

The Dual-Slot USB 2.0 is fully compatible with SD, SDHC, CF and UDMA-

enabled cards — making it ideal for photographers who use multiple cameras and multiple types of cards. It features a unique industrial design that collapses or closes up when it’s not in use, thereby protecting the card slot from anything in your camera bag or computer bag that could damage the connector. Both card slots can be accessed simultaneously. This reader will be available in June 2007. ▲

For more information about Lexar’s professional product line, visit www.lexar.com.