

# Samsung Introduces PRO Plus and EVO Plus SD Cards for Content Creators and Photo Enthusiasts



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BY [SAMSUNG GLOBAL](#)

Samsung Electronics, the world leader in advanced memory technology, today unveiled the PRO Plus and EVO Plus, its two new lines of SD cards featuring exceptional speeds and improved durability. With the PRO Plus and EVO Plus, content creators and general consumers can seamlessly work across a wide range of devices including DSLR, mirrorless and compact cameras as well as camcorders and PCs.

“For years, consumers around the world have trusted Samsung to deliver high-performance memory cards in a variety of capacities that meet their unique needs,” said Dr. Mike Mang, vice president of the Memory Brand Product Biz Team at Samsung Electronics. “Samsung has gone beyond that with the PRO Plus and EVO Plus SD cards, providing additional layers of protective measures to withstand intensive usage and the most rugged conditions.”

The PRO Plus offers sequential read and write speeds of up to 100MB/s and 90MB/s, respectively. For professional photographers, cinematographers and YouTubers, the PRO Plus SD card’s outstanding sequential write performance enables flawless 4K UHD video recording and burst shots. The EVO Plus also ensures smooth playback when editing 4K as well as Full HD videos with transfer speeds of up to 100MB/s.<sup>1</sup> Available in four storage capacities from 32GB to 256GB, consumers can easily add extra storage to enjoy more rich content on their devices.

Samsung made the PRO Plus and EVO Plus knowing that personal and professional photos and videos are valuable and

often travel with us from one adventure to the next. Designed with maximum durability in mind, the PRO Plus and EVO Plus help capture more moments in extreme conditions with their comprehensive seven-proof protection.<sup>2</sup> In addition to protection from water, temperature, x-rays, magnets and shocks, the new SD cards are now drop-proof and wearout-proof, withstanding up to five-meter drop as well as up to 10,000 swipes. Both lineups come with a 10-year limited warranty.<sup>3</sup>

The PRO Plus and EVO Plus will be available in October. For more information on Samsung's SD card offerings, please visit [samsung.com/memorycard](https://samsung.com/memorycard).

1 The foregoing read & write speeds are based on internal tests conducted under controlled conditions. Actual speeds may vary depending upon card capacity.

2 Includes protection from: 1) Water: saltwater and depths of up to 1m for up to 72hrs; 2) Temperatures: operating temperatures ranging from -25°C to 85°C, and non-operating temperatures ranging from -40°C to 85°C; 3) X-rays: up to 100mGy (equivalent to most airport X-ray machines); 4) Magnets: up to 15,000 gauss; 5) Shocks: up to 1,500Gs (a G is a unit of gravitational acceleration); 6) Drops: capable of withstanding drops of up to 5 meters (16.4 feet); 7) Wearout: capable of withstanding up to 10,000 swipes.

3 Samsung is not liable for any i) damages and/or loss of data, or ii) expenses incurred from memory card data recovery.

5 The foregoing read & write speeds have been verified by internal tests conducted under controlled conditions. Actual speeds may vary depending on usage and other conditions. For products incompatible with the UHS-I interface, speeds may vary depending on interface conditions.

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