

Year-End Gift Guide: Cherish More Memories with Samsung's Memory Technologies



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In a typical city in a normal December, the streets would be full of people getting ready to celebrate the end of the year. Needless to say, this December has been quite different. This year, many of us are spending the last few days of the year enjoying quality time with family, playing video games, streaming our favorite content, and taking part in other quiet activities at home.

Although it's simply not possible given the current situation, at this time of year, we long to spend time with those we care about face-to-face. By offering generous storage space, and by making it quick and easy to share photos and videos from the safety of home, memory technologies make for great year-end gifts. Read on for a comprehensive guide on picking out the perfect Samsung SSD or SD card to suit your or your loved ones' needs.

As times have changed, so too have our methods of recording and sharing memories. Members of Generation Z tend to share their everyday lives not with photographs, but with videos. Content creators who express themselves through unique videos and graphics require high-performance SSDs and SD cards that are capable of quickly processing and storing their detailed work.

If you're new to shooting high-resolution videos, you may be surprised to find out just how much storage space is required to save them. Samsung's PRO Plus and EVO Plus SD cards offer users the freedom to shoot and store long videos without worrying about storage capacity.

Designed for professionals, the PRO Plus supports dynamic and continuous high-resolution video recording, with maximum read and write speeds of 100MB/s and 90MB/s, respectively. The EVO Plus, meanwhile, supports steady, continuous recording and 4K video playback¹ with UHS (Ultra High Speed) Class_3. Both products offer storage capacities of up to 256GB and allow you to record videos in extreme environments thanks to their built-in resistance to water and high temperatures.²

An efficient editing process is a key part of creating dynamic videos. Samsung's Portable SSD X5, a NAND flash-based external storage solution, implements Thunderbolt 3™ for external connections, and utilizes the NVMe (Non-Volatile Memory Express) interface to maximize processing speeds for internal operations. The SSD is capable of supporting read speeds of up to 2,800MB/s and write speeds of 2,300MB/s, which is up to 25.5 times faster than conventional external HDDs (Hard Disk Drives).

Such high speeds allow users to transfer a 20GB high-resolution 4K UHD video in just 12 seconds. This makes the X5 perfect for recording high-quality content at various end-of-the-year events, such as virtual Christmas parties and celebrations at home.

For those who work remotely, an SSD is an ideal gift. Not only do SSDs allow users to enhance their work efficiency with faster speeds, but they also offer robust security and data safety.

Providing fast processing speeds, along with optimum data safety and compatibility, Samsung's 860 EVO is an ideal storage solution for office workers. The 860 EVO supports read and write speeds of up to 550MB/s and 520MB/s, respectively, which makes it perfect for multitasking. The SSD breezes through basic tasks like word processing and internet browsing with ease, and its high speeds make it excellent at managing various tasks simultaneously.

With SSDs, speed is key. However, when it comes to managing various types of data, security is also very important. To

safeguard users' data, Samsung's Portable SSD T7 Touch offers fingerprint recognition, in addition to conventional password-based security. Data is protected using AES (Advanced Encryption Standard) hardware encryption, while the NVMe interface enables the T7 Touch to support read and write speeds of up to 1,050MB/s and 1,000MB/s, respectively. This SSD allows you to work without difficulties, and will help you save data quickly, safely and comfortably as you celebrate the end of the year.

In a typical year, rather than face big crowds at annual holiday and New Year's events, many people prefer to spend the end of the year enjoying activities like gaming or camping with friends or family. For gamers who desire smooth, lag-free gameplay, Samsung's 980 PRO SSD is the perfect gift. And for city dwellers who like to escape to the quiet of the great outdoors every now and then, but do not want to miss any of their favorite content, the Portable SSD T7 is an optimal choice.

One of the chief obstacles to enjoying immersive gameplay are lengthy load times. Built for the next generation of consumers, the 980 PRO is an NVMe SSD that features the fourth generation of the PCIe interface. With support for high-performance bandwidth and throughput, the 980 PRO is capable of rapidly processing a wide range of tasks, including everything from gaming and graphics to data analysis.

The 980 PRO's maximum read and write speeds of 7,000MB/s and 5,000MB/s allow you to game for longer, with faster load times. The SSD also benefits from the addition of Samsung's thermal control solution, which solves the problem of overheating during long gaming sessions. The controller's nickel coating and heat-dissipating film, along with Dynamic Thermal Guard technology, efficiently manage the chip's temperature, ensuring stable performance during extended use.

If you carry electronics while camping or hiking, you'll need to be careful not to drop and damage your devices. This makes durability an important factor for those who partake in such activities.

Thankfully, Samsung's Portable SSD T7 has been designed to combine advanced processing speeds with a level of durability that exceeds those of conventional external HDDs. The SSD is also 9.5 times faster than conventional HDDs, with maximum read and write speeds of 1,050MB/s and 1,000MB/s. The device's metal casing is capable of protecting data from falls of up to two meters. Weighing in at just 58 grams and featuring a small form that fits comfortably in your hand, the T7 is highly portable, which means it won't weigh you down when you're hiking through the woods.

Perhaps more than anything, the end of the year is a time for cherishing loved ones. By allowing them to safely store photos and videos long-term, and by making it easy to enjoy cherished memories whenever they like, memory cards can be special gifts for family members who live far away.

Over the years, photo quality has increased exponentially. Now, our images contain an incredible amount of detail, which means that saving memories with high-quality photos can require a huge amount of storage space.

Samsung's SSD 870 QVO is the first consumer SATA SSD to support up to 8TB of storage. One of its key advantages is that it allows you to expand your PC or laptop's maximum storage capacity while maintaining high performance. The SSD also features Samsung's Intelligent TurboWrite technology, which allows for sequential read and write speeds of up to 560MB/s and 530MB/s, respectively, which are the maximum implementation speeds supported by the SATA interface. Compared to conventional HDDs and SSDs with lower storage capacities, the 870 QVO is more advanced in terms of both data storage and operation.

If you are looking for a portable SSD that can transfer content quickly, Samsung's Portable SSD T5 could be just what you need. Offering support for transfers of up to 540MB/s – up to 4.9 times faster than typical external HDDs – the T5 is capable of quickly and safely storing 4K videos, high-resolution photos, and large amounts of graphic files. The SSD also benefits from an 'on-the-go' function that enables it to seamlessly connect and exchange data directly with

smartphones, tablet computers, and other Android-based portable devices without the need for a PC. This makes it that much easier to share photos, videos and memories with others.

Samsung's EVO Plus microSD card is compatible with everything from smartphones and tablet computers to action cameras, which makes it an excellent gift for enjoying content on various devices. The EVO Plus lineup allows you to enhance your device with up to 512GB of storage, which is more than enough space to store plenty of high-quality content.

The 512GB model is capable of storing up to 24 hours of 4K UHD video, 78 hours of Full HD video, or approximately 150,300 photos. Read and write speeds of up to 100MB/s and 90MB/s, respectively, allow you to store photos and videos faster, while an included SD adaptor expands the EVO Plus compatibility to more devices.

You worked hard this year, so why not treat yourself or a loved one with an SSD or a memory card that makes it easy to store and share your most precious memories?

1 4K UHD video playback is supported only by the 128GB and 256GB EVO Plus SD cards. Host device compatibility may vary.

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.

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

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