

# Lexar Media Introduces Multi-Card 24-in-1 USB Reader For Easy and Reliable File Transfer

All-in-One Solution Enables Concurrent Downloads and Card-to-Card Transfer of Multimedia Files

Multi-Card 24-in-1 USB Reader Key Messages:

Allows

for quick and easy download of photo, video, music, and other files  
Includes five slots and supports 24 memory card formats  
Enables concurrent downloads to a host computer and card-to-card file transfer  
Pop-up design protects card slots when not in use

Multimedia Elements:

Lexar Image

Gallery  
Supporting Product Info Video demonstration  
connecting the Lexar Multi-Card 24-in-1 Reader to an iPad

Sydney, Australia 6th July 2010 Lexar Media, a leading global provider of memory products for digital media, today introduced the Lexar Multi-Card 24-in-1 USB Reader. Featuring five slots and supporting 24 popular memory card formats, the newest reader is an all-in-one solution enabling concurrent downloads and card-to-card file transfer. The highly versatile card reader was developed with a unique pop-up design, which allows the card slots to be protected when not in use, and comes equipped with a Hi-Speed USB 2.0 cable. The reader makes it easy to quickly download photo, video, music, and other files from nearly any memory card to a host computer.

The range of

popular devices supporting flash memory cards grows day by day and now includes everything from cameras and camcorders to mobile phones and GPS units. However, not all devices support the same format and managing the various cards can be confusing, causing consumers to mistakenly believe they need to purchase multiple card readers, said Richard Clarke, National Sales Manager A/NZ, Lexar Media. The Lexar Multi-Card 24-in-1 USB Reader eliminates the need for multiple readers, simplifying the data transfer process for consumers from all

memory card formats.

The Lexar

Multi-Card 24-in-1 USB Reader supports the following memory cards formats:

CompactFlash

slot: CompactFlash Type I and Type II Secure

Digital slot: SD, SDHC, miniSD, miniSDHC, MMC, MMCplus, and RS-MMC Mobile

slot: microSD, microSDHC, and M2 Memory

Stick slot: Memory Stick, Memory Stick (with MagicGate), Memory Stick PRO, Memory Stick PRO Duo, Memory Stick Duo (with MagicGate), Memory Stick PRO Duo Mark 2, Memory Stick PRO-HG Duo, and Memory Stick PRO-HG Duo HxD-Picture

Card slot: xD-Picture Card, xD-Picture Card Type-M, xD-Picture Card Type-M+, and xD-Picture Card Type-H

In addition

to ease-of-use and reliable performance, the Lexar Multi-Card 24-in-1 USB Reader provides consumers with the reliability they have come to expect from Lexar Media. All Lexar memory card and card reader designs are tested in the Lexar Quality Labs, facilities with more than 800 digital cameras and memory card devices, to ensure performance, quality, compatibility, and reliability. Lexar performs this extensive testing in an effort to provide customers with the highest level of confidence.

Availability

and pricing

The Lexar

Multi-Card 24-in-1 USB Reader, which includes a one-year limited warranty, is available for purchase through specialty photo retailers and consumer electronics outlets including Dick Smith Electronics, Harvey Norman, Myer and Teds, as well online at [Lexar.com](http://Lexar.com) for the recommended retail price of AU\$42.00.

Australian distributors of Lexar Media

products include: Cellnet Group Limited Ph: 1300 235 563 and WestGroup International Ph: 1300 130 578.

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#### About

Lexar MediaLexar Media is a leading designer, manufacturer, and marketer of NAND flash and DRAM memory products under the Lexar and Crucial brand names. Lexar Media offers products in all major flash and DRAM memory categories, including consumer and enterprise-level USB flash drives, industry-leading memory cards for photography, and all popular form factors of memory cards for mobile devices. Under the Crucial brand, Lexar Media offers industry-leading solid-state drives (SSD) and more than 250,000 DRAM memory upgrades for 50,000 computer systems. For more information about Lexar brand products, visit [www.lexar.com/au](http://www.lexar.com/au), and for Crucial brand products, visit [www.crucial.com](http://www.crucial.com).

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Lexar. When  
Memory Matters.

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