



#angelbirdmedia #cfexpress #memorycards #sustainedspeed #12k

ANGELBIRD TECHNOLOGIES TAKES LEAD POSITION ON CFEXPRESS SUSTAINED PERFORMANCE

Nothing but facts.

- Angelbird's CFexpress 2.0 Type B media cards are engineered for maximum sustained performance, offer protection from overheating, and operate at a reduced power draw.
- Emphasizing a MINIMUM sustained write/read speed as the foundation for optimal CFexpress performance, Angelbird breaks from the industry standard of touting maximum speeds as the leading indicator of quality.
- Available September 1, 2020 are Angelbird's **AV PRO CFexpress** (up to 2 TB), **AV PRO CFexpress XT** (extended for highest sustained speed possible with capacities up to 660 GB) and a selection of **CFexpress Match Packs™ for Canon and Nikon** cameras.

Dornbirn, Austria, September 1, 2020 / PR Newswire/ -- Angelbird Technologies, the premier developer of camera-specific media solutions for professional creatives, announces the addition of two CFexpress 2.0 Type B memory cards to their high-performance lineup of AV PRO media solutions.

The introduction of this new media format required us taking a step back and first asking questions that assessed the real-world challenges of content creation. "I know first-hand that you don't get a second shot at a true creative moment. With CFexpress we saw an opportunity to improve the technology, not just offer an amped-up, hot new form factor," says Angelbird co-founder and CEO, Roman Rabitsch.

"We start with an understanding of the increased demands of recording at ultra-high fps in resolutions up to 12K and beyond. We needed a powerful processor, a way to manage heat by-product, and a card that wouldn't drain battery life."



From the beginning, we focused on sustained performance which led us to the Y1 controller – a super-processor that wasn't readily compatible with CFexpress technology. After long engineering trials at our media lab in Austria, we succeeded. We are now proud to offer unique **CFexpress media solutions with the highest sustained speed and precision performance extended throughout the entire capacity of the card.**

Sustained speed matters.

The call for the quick adoption of higher-resolution video production is being driven by fierce competition and increased demand for creative content from OTT channels. As more CFexpress compatible cameras become available, Angelbird's AV PRO CFexpress 2.0 Type B memory cards already far exceed the high-speed demands of the latest camera technology.

Angelbird's **AV PRO CFexpress** and **AV PRO CFexpress XT** offer max. write and read speeds up to 1500 MB/s and 1700 MB/s. But it's the sustained speed performance of our cards that is pushing the industry forward.

When it comes to CFexpress technology, minimum sustained speed matters most.

Undesirable extreme throttling of card speed during recording is often times responsible for choppy image quality or dropped frames. **For that reason, we emphasize our MINIMUM sustained speed of 1000 MB/s (AV PRO CFexpress) and 1480 MB/s (AV PRO CFexpress XT) as an indicator of rock-solid, Stable Stream™ performance that won't 'surge and drop-off' during recording sessions.**

Won't overheat.

Adaptive Thermal Management – Our system protects the card from potential damage due to camera/processor heat by-product that can occur during prolonged recording.

Heat sensors within the card monitor operating temperature of processor and NAND flash components and protect the card and its contents by automatically signaling a safe shutdown or adapting performance so an optimal temperature range is reached.

Easy on battery life.

Low Power Use – With factor 5 using less power than other cards available, longer shooting and less generated heat is a given, resulting in longer lasting camera battery and extended card endurance.

Active Idle Control – When the card is not in use, it will go into a deep idle mode which consumes less than 0,1W resulting in longer lasting camera battery.

"Controlling the power use is crucial to finding the right balance between performance and temperature," says Rabitsch.

Two cards. Two options for precise media.

At the heart of Angelbird's CFexpress media cards is a Y1 controller designed for working with RAW photo and video files. This powerhouse processor assures sustained speed performance



throughout the capacity of the card, thereby maximizing the tonal range of the camera sensor by extending optimal quality captures at ultra-high frame rates.

AV PRO CFexpress – is best suited for production work that requires a **minimum sustained write speed of 1000 MB/s**, with capacities of **up to 2 TB**, and **soon even up to 4 TB**.

AV PRO CFexpress XT – maximizes sustained write performance throughout the entire capacity of the card with a **minimum write speed of 1480 MB/s**. For high-capacity frame rate capture needs with data capacities **up to 660 GB**, and **soon up to 1.3 TB**. Ideal for specialized recording needs such as live broadcasting special events, single-take film production, complex and dramatic shoots, nature filmmaking, documentary interviews etc...

Fact box

	AV PRO CFexpress	AV PRO CFexpress XT
Sustained Speed	Read: 1000 MB/s Write: 1000 MB/s	Read: 1500 MB/s Write: 1480 MB/s
max. Speed	Read: 1700 MB/s Write: 1500 MB/s	Read: 1700 MB/s Write: 1500 MB/s
Capacity	256 GB 512 GB 1 TB 2 TB 4 TB* *soon available	330 GB 660 GB 1320 GB* *soon available
Operating Temperature Storage Temperature	-10 °C 70 °C -20 °C 85 °C	-10 °C 70 °C -20 °C 85 °C

CFexpress Match Packs™

Featuring two perfectly matched, weather resistant AV PRO CFexpress cards, this new media standard maximizes the camera's performance allowing ultra-high frame rates in 4K, 8K and beyond.

Match Pack™ for Canon EOS C300 Mark III and Canon EOS C500 Mark II

Match Pack™ for Canon EOS R5 and Canon EOS-1D X Mark III

Match Pack™ for Nikon Z 6 and Nikon Z 7

Match Pack™ for Nikon D6

Angelbird CFexpress Match Packs™ are engineered in small quantities and fully tested and qualified in-camera to assure full compatibility and functionality at all available codecs.



Let's move it.

Now that CFexpress technology has made its way into the hands of content creators, the next challenge is being able to move heavy files as efficiently and safely as possible. Angelbird's **CFexpress Card Reader** with its USB 3.2 Gen 2, 10 Gb/s connectivity includes USB-C to USB-C cable (50 cm, 19.7 in) and active USB-A to USB-C adapter.

Process data at unrestricted speeds with the Thunderbolt 3 Solid Connect™ recessed connection logic that is compatible with any Thunderbolt 3 cable. The recessed Solid Connect™ connection port helps to provide a secure connection point and minimize wear and tear.

Through customer feedback, we have implemented a "Write Protect" function into all of our card readers. By enabling this switch, the user can feel secure to not delete or erase anything by mistake. This feature is supported for Mac, Windows, Linux and Android.

The CFexpress card reader design also stacks modularly in combination with the collection of Angelbird readers now comprised of a **CFast 2.0 Card Reader** and **SD Dual Card Reader**. This Solid Stack™ of readers limits card vibration during operation and includes non-slip rubber pads for added stability during post-production offloading.

Free professional data recovery service

In lieu of a self-service software download, Angelbird provides a staff of professionals who will evaluate the issue and safely attempt a secure data-recovery in their lab along with complementary express shipping.

This service covers media that has encountered physical damage and/or software issues such as data or file corruption. Furthermore, Angelbird extends a non-disclosure agreement to our customers to ensure that the privacy and confidentiality of their content is also protected.

AV PRO Line offers excellence in quality and performance

Angelbird's CFexpress memory cards are the latest addition to the AV PRO product line which push the limits of speed and performance in the safest possible way. All AV PRO media solutions (**CFexpress 2.0 Type B, CFast 2.0, SD, microSD and 2.5" SSD**) consider the real-world media needs of the professional creative.

The entire lineup of Angelbird's AV PRO media solutions is built with rock-solid performance protections such as shock, dust, x-ray, and splash-water proofing, feature Stable Stream™ performance technology, and are tested for safe operating temperatures at extremes of -25°C to +85°C.



ABOUT ANGELBIRD

Based in the Austrian Alps, Angelbird Technologies develops and manufactures camera-specific media solutions for professional creatives. We handle all aspects of the supply chain from manufacture to testing and shipping to assure that the product in your hands is the highest quality possible.

www.angelbird.com

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New Angelbird AV PRO CFexpress Type B card with capacities ranging from 256 GB up to 4 TB



New Angelbird AV PRO CFexpress XT Type B card with capacities ranging from 330 GB up to 1.3 TB



Coming Soon: Largest capacity card available, Angelbird AV PRO CFexpress Type B up to 4 TB



Two brand new Angelbird CFexpress 2.0 Type B card models: AV PRO CFexpress and AV PRO CFexpress XT



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