



RITEK USA | Advanced Media Inc.

RIDATA Secure Digital High Capacity (SDHC)

MSRP 4GB is approximately \$180.00/pc,
8GB is about \$360.00/pc
Available mid- Dec., 2006.

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The new RIDATA Secure Digital High Capacity (SDHC) card will be available in 4GB and 8GB capacity sizes. The RIDATA 4GB SDHC card has a Speed Class rating of Class 2 and Class 6, the 8GB a Class 6. SDHC is the newest SD memory card based on the SDA 2.0 specification, which enables SD cards to reach higher capacities, up to, potentially, 32GB. Because SDHC works differently than previous SD cards, it is not backwards compatible with standard SD-format host devices. SDHC cards only work with SDHC compatible host devices. The RIDATA SDHC card is

compatible with most every SDHC portable device in the market. Accompanying this new specification are three levels of speed classes to help identify the speed and performance of SDHC cards. These Speed Class Ratings specify a minimum sustained write speed of 2MB/s for Class 2; 4MB/s for Class 4; and 6MB/s for Class 6. While the SDHC card is the same physical size as standard SD cards, its storage capacity sizes begin where the SD's end. The 4GB RIDATA SDHC card can store approximately 1240 1880 x 2160 JPEG images; or roughly one-hour and 40-minutes of 704 x 480 MPEG2 full-motion video; or about 19 hours of 320 x 240 MPEG4 15fps video; or around 68 hours/1000 songs of 128kbps audio. See <http://www.ritekusa.com> for more information.

Who Cares?

Everyone is increasing the amount of digital content they need to store, whether its a high definition movie or a professional photographer shooting a larger digital format, the need for a fast, big capacity card is rapidly growing.

Why Bother?

From PNA's to MP3 players, new mobile devices are appearing daily that need more memory capacity to perform more sophisticated user functions.