

GOODRAM launches IRDM memory cards

With up to 280 MB/s speed and pSLC memory for handling 4K and 8K media

Wilk Elektronik SA, European storage manufacturer and owner of the GOODRAM brand, extends its lineup dedicated for the most demanding users, by launching IRDM memory cards lineup. IRDM memory cards are available in two tiers (IRDM and IRDM PRO). They can reach up to 280 MB/s transfer speed making them one of the fastest in the world. Additionally they provide extreme endurance – up to 300x better vs. standard consumer memory cards.



IRDM memory cards are designed for users, who expect high level of performance and reliability. Based on the UHS-II U3 standard, they reach up to 280 MB/s read and 110 MB/s write speed. This enables IRDM cards to meet the V60 Video Class Speed. It guarantees smooth recording and processing of 4K media. IRDM memory cards are based on MLC NAND flash which translates in up to 30x better write endurance vs. average memory cards. They can operate in temperatures between -20°C and 85°C and store data between -45°C and 85°C.

IRDM PRO memory cards are dedicated for the most demanding users. Comparing to IRDM, PRO version can achieve better write speeds (up to 240 MB/s) while meeting V90 Video Class Speed. It enables to record 8K videos and shoot RAW/JPEG photos in fastest burst-modes. One of the main features of IRDM PRO memory cards is the use of pSLC (pseudoSLC) NAND Flash, designed to withstand the workload of the most intensive applications – usually industrial or enterprise. With this type of NAND, IRDM PRO is up to 10x more resistant to writes vs. professional cards based on MLC NAND and even up to 300x more resistant to writes in comparison to consumer cards based on TLC NAND. Just



Press release

as IRDM memory cards, IRDM Pro lineup can operate in extended temperature range.

After a huge commercial success of IRDM PRO SSD and years of building consumer's trust and perceiving us as a manufacturer of high-quality products, we decided to extend the IRDM lineup with one of the fastest and most reliable memory cards in the world – says Wieslaw Wilk, CEO of Wilk Elektronik SA. Our goal is to have IRDM products to be synonymous with the highest performance, reliability and quality and enjoyed by professionals all around the world – he adds.

IRDM memory cards are available in SD and microSD form factors and capacities up to 256 GB for IRDM and 128GB for IRDM PRO. All microSD cards are supplemented with UHS-II compliant SD adapter. Just like all other GOODRAM memory cards, they are covered under manufacturer's support and lifetime warranty.

More information at www.goodram.com

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