



PLAY microSDXC™
UHS-I cards

August 2024

Launch Communication

Lexar™
Live For The Memory

SD

microSD

HIGH PERFORMANCE



1800x GOLD
UHS-II U3
RW up to 280/210MB/s
64GB-512GB

V60 4K



2000x GOLD
UHS-II U3
RW up to 300/260MB/s
32GB-256GB

V90 4K 8K



GOLD
UHS-II U3
RW up to 280/180MB/s
128GB-256GB

A1 V60 4K

MAINSTREAM



SILVER PLUS
UHS-I U3
RW up to 205/150MB/s
64GB-256GB

V30 4K



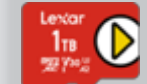
SILVER PRO
UHS-II U3
RW up to 280/160MB/s
64GB-512GB

V60 4K



SILVER PLUS
UHS-I U3
RW up to 205/150MB/s
64GB-1TB

A2 V30 4K



PLAY UHS-I U3 *Upgrade*
RW up to 205/140MB/s
128GB-1TB

A2 V30 4K



1066x SILVER
UHS-I U3
RW up to 160/130MB/s
64GB-1TB

A2 V30 4K

ENTRY-LEVEL



800x PRO BLUE
UHS-I U3/U1
RW up to 150/45MB/s
32GB-256GB

V10 V30 4K



633x BLUE
UHS-I U3/U1
RW up to 100/70MB/s
32GB-512GB

A1 A2 V10 V30 4K



High-Endurance
UHS-I C10 U1/U3
RW up to 100/45MB/s
32GB-128GB

A1 V30 4K

microSD Card Segmentation

PLAY microSDXC™

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**POWER
USERS**



**DRONE, ACTION CAM,
ADVANCED SMARTPHONE,
TABLET USERS**



**PORTABLE GAMING DEVICES, SMARTPHONE &
TABLET USERS**



SMARTPHONE & TABLET USERS



Target Market

PLAY microSDXC™

Lexar™
Live For The Memory



Targeting youth and users looking for high-capacity storage for their portable gaming devices, smartphones, and tablets so that they can store more videos, movies, games, music, and books.

Target Market

PLAY microSDXC™

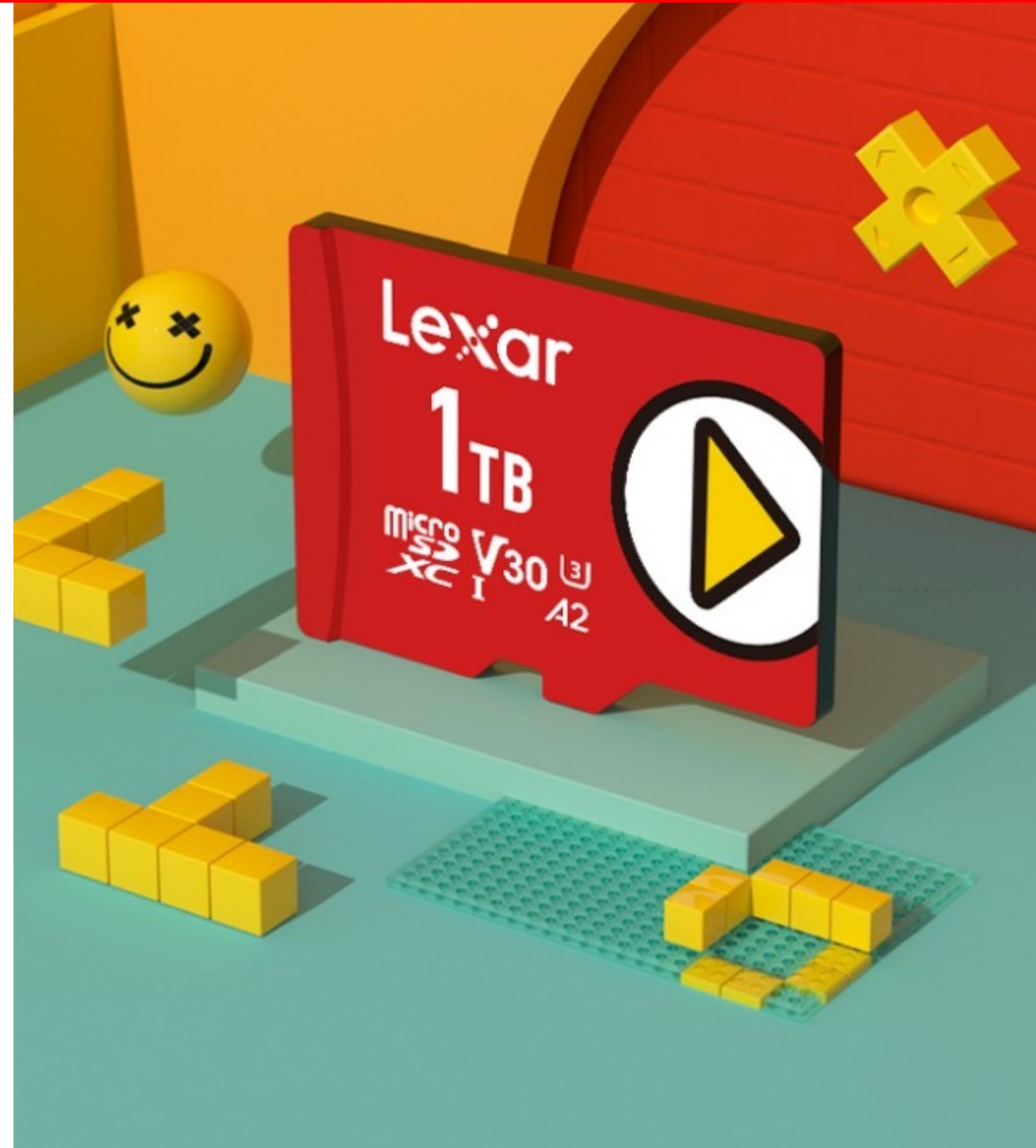
Lexar™
Live For The Memory

Model Name

The name **PLAY** speaks to the use cases for this card – playing videos and movies and playing games – while also evoking playfulness and having fun.

Recommended Channels

- Initial Focus: Big-Box Store (gaming/mobile section), Etail (that have flexible reset)
- Additional Channels: Retail Stores and Distribution, Mobile Stores



Perfect mobile memory solution for media entertainment

- Compatible with portable gaming devices, smartphones, and tablets
- Fast transfer speeds for quick loading time with up to 205MB/s read¹
- Improved write speeds of up to 140MB/s for quicker downloads¹
- Store more videos, movies, games, music, and your favorite content with large capacity up to 1TB
- Quickly capture, play back and transfer 4K video
- Loads apps faster with A2-rated performance



| | | |
|-------------------------|-----------------|--|
| 1TB | A2 U3 V30 10 | 1TB – up to 205MB/s read, up to 140MB/s write ¹ 512GB – up to 205MB/s read, up to 140MB/s write ¹ 256GB – up to 205MB/s read, up to 140MB/s write ¹ 128GB – up to 205MB/s read, up to 140MB/s write ¹ |
| 512GB | | |
| 256GB | | |
| 128GB | | |
| 5-year limited warranty | | |

¹ Up to 205MB/s read transfer, write speeds lower. Engineered with advanced technology to reach read speed beyond UHS-I 104MB/s specification. Speeds based on internal testing. Actual performance may vary. Read speed full performance achieved only when paired with Lexar RW310x reader



Perfect mobile memory solution for media entertainment

Lexar® PLAY microSDXC™ UHS-I cards are designed to keep up with all your content, whether it's games, movies, music, or books. Avoid slow load times with read speeds of up to 205MB/s¹ and fast A2-rated performance, so you can play more of what you love without missing a beat. With large capacities up to 1TB, you can save all your favorite multimedia files. Ideal for portable gaming devices, smartphones, and tablets.

Unleash your entertainment

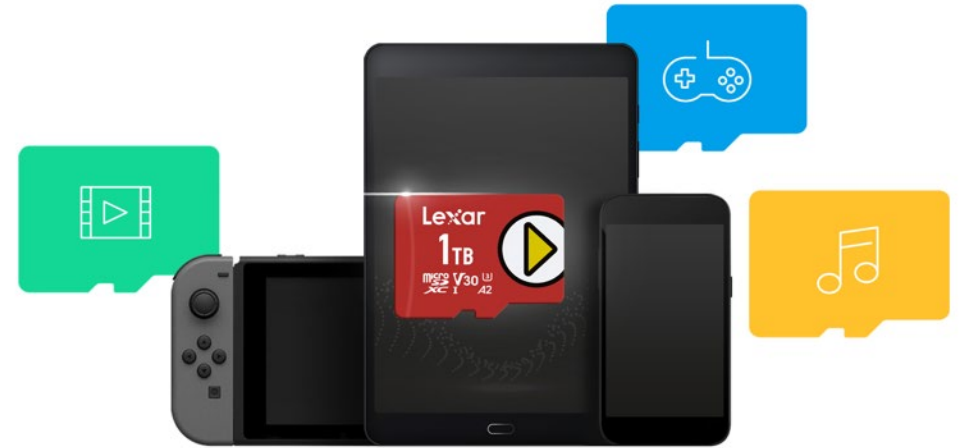
Great for use with your portable gaming device, smartphone, or tablet, the Lexar® PLAY microSDXC™ UHS-I cards make it easy to quickly load and transfer all your favorite media files, including movies, photos, music, games, and books.



¹ Up to 205MB/s read transfer, write speeds lower. Engineered with advanced technology to reach read speed beyond UHS-I 104MB/s specification. Speeds based on internal testing. Actual performance may vary. Read speed full performance achieved only when paired with Lexar RW310x reader

Connect to what you want faster

Cut down delays with fast read speeds of up to 205MB/s¹ and get A2-rated performance, so you can load apps faster on your mobile devices and play more of what you love without missing a beat.



Download games faster

An increased write speed of up to 140MB/s¹ gives you shorter download times so you can spend less time waiting and more time playing.

¹ Up to 205MB/s read transfer, write speeds lower. Engineered with advanced technology to reach read speed beyond UHS-I 104MB/s specification. Speeds based on internal testing. Actual performance may vary. Read speed full performance achieved only when paired with Lexar RW310x reader

Immense capacities for your favorite content

With up to 1TB of space, these high-capacity Lexar PLAY microSD cards give you the speed and space you need to capture, transfer, store, and share more of what you love.

Capture and play back moments in 4K video

You can quickly capture, play back, and transfer large amounts of 4K video—making it easy to store your greatest memories.

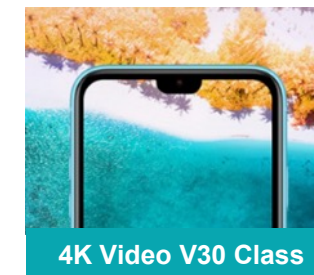
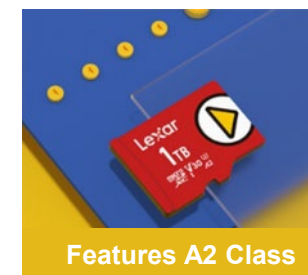
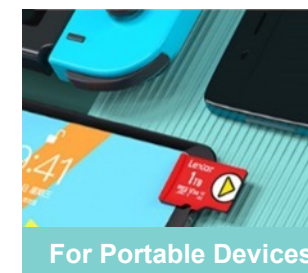
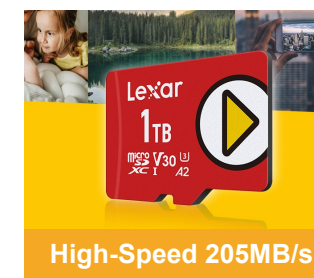
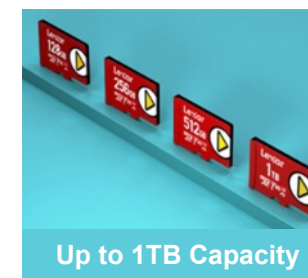


Specifications

PLAY microSDXC™

Lexar™
Live For The Memory

| Product | PLAY microSD card |
|-----------------------|---|
| Capacity | 128GB – 1TB |
| Performance | 128GB-1TB – up to 205MB/s read, up to 140MB/s write ¹ |
| Interface | UHS-I |
| Speed Class | 128GB-1TB – Class 10, U3, V30, A2 |
| Operating Temperature | 0° to 70° C |
| Storage Temperature | -25° to 85° C |
| Humidity | 25% to 90% |
| Warranty | 5-year limited warranty |



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Compatible Card Reader

PLAY microSDXC™

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Live For The Memory

A compatible card reader that supports 205MB/s is required to achieve the full performance (Lexar RW310x).



RW310x Reader



Global Version



CN Version

Set-Up Information SKU / UPC

PLAY microSDXC™



| Region | Oracle Item Number | Lexar Retail Sku | Material Description | Capacity | Single UPC/EAN Code | Master Carton UPC/EAN Code | Master Carton Qty |
|---------------|--------------------|-------------------|-----------------------------------|----------|---------------------|----------------------------|-------------------|
| Global | ZJPL001C0570 | LMSPLAY128G-BNSNG | Lexar PLAY microSDXC 128GB BL, GL | 128GB | 843367137213 | 90843367137216 | 25 |
| Global | ZJPL001C0569 | LMSPLAY256G-BNSNG | Lexar PLAY microSDXC 256GB BL, GL | 256GB | 843367137220 | 10843367137227 | 10 |
| Global | ZJPL001C0568 | LMSPLAY512G-BNSNG | Lexar PLAY microSDXC 512GB BL, GL | 512GB | 843367137237 | 10843367137234 | 10 |
| Global | ZJPL001C0567 | LMSPLAY001T-BNSNG | Lexar PLAY microSDXC 001TB BL, GL | 1TB | 843367137244 | 10843367137241 | 10 |
| China | ZJPL001C0571 | LMSPLAY128G-BNSNC | Lexar PLAY microSDXC 128GB BL, CN | 128GB | 843367137206 | 90843367137209 | 25 |
| China | ZJPL001C0572 | LMSPLAY256G-BNSNC | Lexar PLAY microSDXC 256GB BL, CN | 256GB | 843367137190 | 10843367137197 | 10 |
| China | ZJPL001C0573 | LMSPLAY512G-BNSNC | Lexar PLAY microSDXC 512GB BL, CN | 512GB | 843367137183 | 10843367137180 | 10 |
| China | ZJPL001C0574 | LMSPLAY001T-BNSNC | Lexar PLAY microSDXC 001TB BL, CN | 1TB | 843367137176 | 10843367137173 | 10 |
| North America | ZJPL001A0135 | LMSPLAY128G-BNNNU | Lexar PLAY MicroSDXC 128GB BL, NA | 128GB | 843367121854 | 90843367121857 | 25 |
| North America | ZJPL001A0138 | LMSPLAY256G-BNNNU | Lexar PLAY MicroSDXC 256GB BL, NA | 256GB | 843367121861 | 10843367121868 | 10 |
| North America | ZJPL001A0141 | LMSPLAY512G-BNNNU | Lexar PLAY MicroSDXC 512GB BL, NA | 512GB | 843367121878 | 10843367121875 | 10 |
| North America | ZJPL001A0144 | LMSPLAY001T-BNNNU | Lexar PLAY MicroSDXC 001TB BL, NA | 1TB | 843367121885 | 10843367121882 | 10 |



THANK YOU