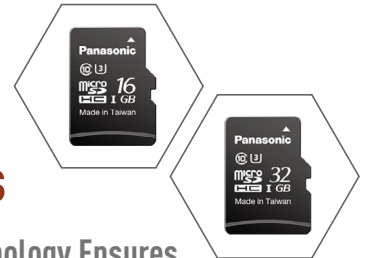


## Line Extension

## TA Series

## Consumer Plus 3D pSLC NAND microSDHC Memory Cards



Now Available In 16GB And 32GB Capacities, Panasonic's New 3D pSLC NAND Flash Technology Ensures High Reliability And Lower Cost Per GB!

Panasonic, a worldwide leader in Storage Media Products, is pleased to introduce the NEW TA Series microSDHC Memory Cards in 16GB and 32GB capacities utilizing Panasonic's newest 3D NAND Flash technology to ensure reliability, very low risk of BOM changes and lower overall cost per GB compared to 2D NAND Flash technology. The 3D NAND-based TA Series microSDHC Memory Cards use Panasonic's proprietary SD Controller and firmware increasing write efficiency and card lifetime as well as allowing lifetime simulations and card analysis. The 3D NAND-based TA Series microSD Cards also feature a microSD UHS-I interface and outstanding performance with Class 10, UHS-I U3 speeds. The built-in Power Fail Robustness feature greatly minimizes the chance of data loss if power is cut to the SD Card while writing data. A Static Wear Leveling algorithm ensures erase blocks within the NAND flash have evenly distributed wear. Bad Block Management efficiently handles physical erase blocks that become unusable over time (due to hitting their program threshold). The result is a higher overall card endurance. Quality is maintained with 100% product screening before shipment to achieve low failure rate.

## Features

- Panasonic 3D pSLC NAND Flash Technology
- Class 10, UHS-I Performance
- Static Wear Leveling
- Bad Block Management
- Power Fail Robustness
- Panasonic Proprietary Controller And Firmware
- Available in 4GB, 8GB, 16GB and 32GB Capacities
- RoHS And REACH Compliant

## Benefits

- Panasonic 3D pSLC NAND Flash Technology Maintains The Great Reliability Of The Former 2D NAND-Based pSLC Technology. This Is Rated For An Overall Endurance Of 20,000 Program/Erase Cycles. Also, Overall Cost Per GB Is Much Lower Due To Higher Market Availability Of 3D NAND.
- Read Speeds Up To 95 MB/s To Keep Up With Modern Demands Of Loading Data From The microSD Card.
- The Panasonic SD Controller Adopts The Feature Of Static Wear Leveling Where Once A Data Block Exceeds A Certain Program Count, Written Data Is Swapped To A Static (Less Worn) Data Block. This Vital Feature Ensures That There Will Be No Premature Card Failure.
- SD Cards Have Certain Voltage Requirements In Order To Perform Read And Write Operations. When Power Is Cut During A Write Operation, Corruption Of Data May Occur Within The NAND Flash. As A Result, Some Data May Be Unreadable The Next Time The Device Is Powered On. To Combat These Errors, Panasonic's pSLC Cards Contain A Power Fail Robustness Algorithm To Intelligently Write/Copy Data So That This Phenomenon Is Prevented.
- Panasonic Proprietary Memory Controller Provides Increased Customer Support And Allows For Changes To Controller Firmware By Customer Request.
- Increased Efficiency Of Static Wear Leveling Allows The TA Series SD Cards To Last Much Longer and Manage Data Blocks In The Most Efficient Way Possible.
- TA Series microSD Cards Handle Many More Writes Than A Typical Consumer-Type Card And Are Recommended For Write-Intensive Applications.



## Industries

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- Medical
- Building Automation and Security
- Office Telecommunications
- Commercial Cooking
- Test & Measurement

## Applications

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- CPAP Machine, ECG Monitor, Pacemaker Monitor, Medication Dispensing
- HVAC Controls, Security Cameras (On-Board Storage), Access Control Systems, Fire Alarm Systems
- Teleconferencing Systems (Tablets, Remotes, Displays)
- Kitchen Dispensing Equipment, Commercial Cooking Ovens
- Gas Meter, Thermal Camera, Water Flow Metering

