The Wayback Machine - https://web.archive.org/web/20081021143126/http://www.sdcard.org:80/consumers/benefits/

Consumers

SD Technology Drives the Digital Lifestyle

Quality, Flexibility, Ease of Use

SD technology delivers high-performance products allowing consumers to quickly capture video, photos, and sound in a reliable, easy-to-use format. The ultra-compact and rugged memory cards are used by more than 400 brands across dozens of product categories and in more than 8,000 models*.

SD memory cards are the market leader in digital storage for mobile phones, digital audio players, car navigation systems and electronic books. The cards also are widely used in digital cameras, hand-held PCs, game consoles, printers, camcorders, and other consumer electronic products. SD technology gives you the ultimate flexibility to store and share your digital contents anytime and anywhere.

*Estimated as of 08/2008.

SD Memory Card Benefits:

- Ultra-compact, rugged removable storage for media-rich digital content
- Market leader and de-facto industry standard
- Widely available in the marketplace from numerous manufacturers
- Solid state, reliable, interoperable and easy to use
- High-capacity storage with several classes of high data transfer speeds

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