

Introducing  
**SanDisk MEMORY STICK PRO™**



Higher Performance.  
 Larger Capacities.  
 Faster Speeds.  
 Greater Security.

**Frequently Asked Questions**

- Q.** How can you distinguish between the different Memory Stick formats?  
**A.** Difference in the logos and the color of the card will distinguish Memory Stick PRO from the current purple Memory Stick. New Memory Stick PRO compatible devices will have a corresponding "PRO" near the media slot.
- Q.** Is the current purple Memory Stick media compatible with Memory Stick PRO-enabled devices?  
**A.** Yes, the existing Memory Stick media is forward compatible with Memory Stick PRO hardware.
- Q.** Is Memory Stick PRO media compatible to existing Memory Stick devices?  
**A.** Most of the existing Memory Stick devices cannot read Memory Stick PRO media. However, a firmware or software upgrade may be possible to create a compatible environment. Please refer to the [www.sandisk.com](http://www.sandisk.com) for more information.
- Q.** What will happen if a Memory Stick PRO is inserted into a non-Memory Stick PRO device?  
**A.** Depending on the hardware device, an error message may appear.
- Q.** How much content can a 1GB hold?  
**A.** 360 JPEG images with 5.0-Megapixel quality (fine mode compression) = Digital images equivalent to 10 rolls of film.  
 Approximately 24 minutes of DVD quality video  
 Approximately 6 hours of MPEG4 (384Kbps) moving images
- Q.** What is the transfer rate?  
**A.** The transfer rate is 15Mbps; however the actual read/write speeds are dependent upon the the interaction of the host and media.

PRODUCT	REGION	SALES ITEM	PACKAGE DIMENSIONS (d x h x w)	PACKAGE WEIGHT (oz.)	UPC CODE
Memory Stick Pro 256MB	Americas	SDMSP-256-822	7" x 1.15" x 5"	2.88	6-19659-01781-1
Memory Stick Pro 512MB	Americas	SDMSP-512-822	7" x 1.15" x 5"	2.88	6-19659-01784-2
Memory Stick Pro 1.0GB	Americas	SDMSP-1024-822	7" x 1.15" x 5"	2.88	6-19659-01778-1
Memory Stick Select - Total 256MB (128MBx2)	Americas	SDMS-256-822	.875" x 5.313" x 4"	1.1	6-19659-01888-7

Product packaging is in English, Spanish, French and Portuguese.



[www.sandisk.com](http://www.sandisk.com)

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Next-generation Memory Stick advances into the future of digital devices.

*The most secure way to store digital data, music, photos and videos.*



Presenting SanDisk  
**MEMORY STICK PRO™...**

Co-developed by industry leaders **SanDisk and Sony.**

SanDisk, the world leader in flash data storage, and Sony Corporation have partnered to jointly develop a new generation IC recording media format called Memory Stick PRO that's designed to enhance the experience of users of next-generation Memory Stick PRO-optimized devices.

SanDisk's new Memory Stick PRO is the perfect solution for anyone who needs to capture and play back DVD-quality video in *real time*. Or store CD-quality music, high-resolution digital images, and any other application that requires high performance, fast data transfer, large capacities and advanced security.

**CHOOSE THE STORAGE CAPACITY THAT MEETS YOUR NEEDS—**

256MB, 512MB, 1GB.

Looking for larger capacities than standard Memory Stick cards offer? SanDisk Memory Stick PRO cards come in 256MB, 512MB and 1GB capacities. With even higher capacities in the future!



**HIGH-SPEED DATA TRANSFER**

means better performance.

When it comes to capturing high-resolution moving images, faster is better. That's why SanDisk Memory Stick PRO features a write speed of 15Mbps per second which makes it ideal for continuous real-time recording of DVD-quality moving images. And, ensures greater reliability.



**ADVANCED SECURITY FEATURES**

for added protection.

SanDisk Memory Stick PRO comes with advanced security features to protect personal content and prevent data loss due to a sudden power shortage or accidental removal of the card while recording or transferring files.

- Consumers can protect their personal data with a file protection mechanism that prevents unauthorized access to the files if the card is ever lost or stolen. This unique embedded Access Control Function technology secures all content on the media through an electronic lock and key device.
- Commercial content providers are protected by the MagicGate™ copyright technology, which secures commercial and copyrighted content such as digital music, as well as future video and games.

**THE NEXT-GENERATION MEMORY STICK**

is here. Now.

Higher performance. Larger capacities. Faster speeds. Greater security. SanDisk Memory Stick PRO cards enables the ability to capture and play back DVD-quality video in *real time*. And storing CD-quality music and high-resolution moving images. The newest generation of Memory Stick PRO-optimized devices demand SanDisk's Memory Stick PRO cards.



**SANDISK ALSO OFFERS MEMORY STICK WITH MEMORY SELECT FUNCTION**

for categorizing data.

Need more storage capacity than a standard 128MB Memory Stick card? Presenting the 256MB SanDisk Memory Stick with Memory Select Function. Featuring advanced Memory Stick technology, SanDisk Memory Stick with Memory Select Function is actually two 128MB chips on one card. A mechanical switch on the card enables users to categorize their data for easy reference: For example, *Side A*—Photos, *Side B*—Data.

