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Microdia Beats Rivals To First 64GB CompactFlash Card

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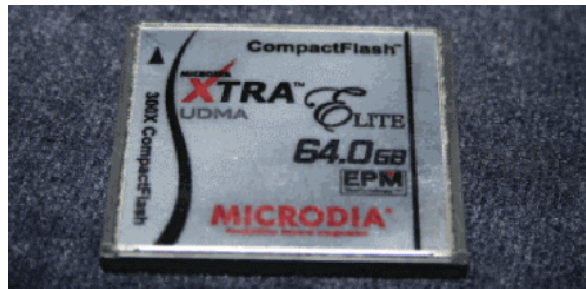


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As sure as summer follows spring (or rain follows rain for we Brits) the exponential growth of flash memory cards took its latest leap this month through an unexpected source.

Microdia has become the first company to bring a humungous 64GB CompactFlash card to the market with its offering set to hit Australian shelves before July.



Called the 'Microdia 64GB XTRA ELITE CF', the high-end DSLR-focused product has lightning quick 45MBps read *and* write speeds and claims to have enough capacity to hold 19,000 20 megapixel jpeg photos (none of the usual 2MP examples here). So why Australia, a nation typically somewhat of an unlucky backwater for electronics releases?

Microdia founder and CEO, Louis Leung explained the situation, "We have only been in Australia for a matter of weeks, and decided the best way to demonstrate our capabilities and intent to offer the world's best flash memory products here was to launch this product at Australia's leading professional photography trade show, PMA."

All becomes clear... sadly which is more than can be said for the pricing. General assumptions of 'a fair whack' are likely to prove accurate but for the extreme camera enthusiasts out there, can you see yourself wanting to load up your baby with anything else...?

Links:

[Microdia](#)

(Rather grainy) [picture courtesy of PC Authority](#)

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