CHANNEL FLASH

The Official SanDisk® Channel Magazine and Buyers' Guide

issue 10



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SanDisk®
a Western Digital brand

Dear Channel Partners,

Welcome to our latest edition of SanDisk® Channel Flash magazine and our first as part of the Western Digital® family of brands! We're hugely excited about the acquisition, and in particular the opportunity it provides all of us to expand the possibilities of storage as part of our new, combined company.

This edition highlights some of the exciting developments in memory and how they continue to drive innovative consumer technology. Take a look at our article on tech tracking and trends and how soft launches and public betas means technology is coming to market faster than ever before. We've also identified some of the hottest new devices – from 360° Rigs to Drones and Action Cams – and paired them up with the perfect SanDisk memory solutions.

Talking of Action Cams, we're very proud to be verified under the 'Works with GoPro' scheme. This will help shoppers identify products that work with GoPro – like our SanDisk Extreme® range of microSD cards, which are also ideal for Drones. Both Action Cams and Drones are tipped to be ideal gifts this holiday season – perfect opportunities to attach a SanDisk Extreme microSD card!

Performance and reliability continue to be the mainstay of our product development and our Extreme range is the pinnacle of memory technology. Our Upgrade to Extreme campaign has been a tremendous success, championing our 4K performance capabilities, as well as driving our performance credentials and increasing basket spend! Take a look at pages 6 and 7 for more details. What's more, many of our cards have undergone performance improvements which you can see on pages 10 and 11.

But it's not just about performance! We continue to lead the industry in high capacity, providing a second, highly lucrative upsell for customers. A perfect example of this is our latest microSD™ UHS-I card which is available in SanDisk Ultra® and SanDisk Extreme performance variants and capacities up to 256GB! It's a world beater and the ultimate double upsell!

Another great example of speed and performance working hand-in-hand is our high-speed USB 3.0 range. With transfer speed being the No. 1 purchase consideration when buying a USB flash drive, an upsell to a high-performance, high-capacity SanDisk USB Flash Drive should be an easy way to drive up basket spend!

One of the highlights of this issue is the new category we have developed. 'SanDisk Mobile Storage Solutions' was born out of an extensive multi-market research study and provides a range of memory solutions for mobile and tablet users. The range includes Android™-specific products, like the SanDisk Ultra Dual USB Drive 3.0, and award-winning 'Made for iPhone & iPad' products, like the iXpand™ Flash Drive. You'll also find details of our latest USB Type-C™ products! The scale of the opportunity is enormous so we've developed a full category solution including planograms, in-store POS, online and mobile assets, all supported by a significant media program.

This year, we are celebrating 25 years of SanDisk SSDs. On page 32 you'll find some of our key milestones and highlights from our current range – including the SanDisk Extreme 900 Portable SSD which is available with up to 1.92TB of SSD-speed storage! Our latest media campaign, 'Trusted by the Pros', uses real-life examples to tell the SanDisk SSD story. From Professional Gamer, UNiVeRsE, to the Founder of Stargate Studios, Sam Nicholson, we're championing the professionals who put their faith in SanDisk day-in, day-out.

And last, but certainly not least, take a read of the outputs of our latest brand tracker research on page 44. The key metric to draw your attention to is 'Purchase Intent' where shoppers are 48% more likely to purchase SanDisk over Samsung and a staggering 134% more likely to purchase SanDisk over the industry average. To make it even easier for you to capitalise on this purchase intent, we've developed a full suite of category management and channel marketing support materials such as in-store assets, eCRM templates and PowerPages. Find out how all these can help drive sales and much more towards the back of the magazine!

I hope you enjoy this issue and look forward to seeing you at IFA, IBC or Photokina. In the meantime, thanks once again for all your support selling SanDisk.

Best regards,



Neill Ewen
Director of Marketing EMEA
SanDisk | a Western Digital brand
SanDisk International

Expanding the possibilities of storage



Western Digital® completes acquisition of SanDisk®, creating a Global Leader in storage technology

Dear Valued Customers,

I am delighted to report that Western Digital completed its acquisition of SanDisk in May this year. This combination brings together two tremendous companies creating a media-agnostic leader in both rotating magnetic and non-volatile storage technologies, with a combined staff of approximately 74,000 employees worldwide.

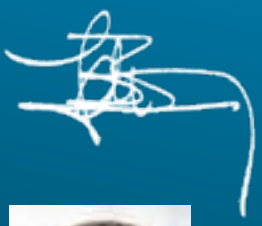
As a customer, you are getting the best of both worlds. Both companies have a superb reputation for quality and excellence with cultures ideally positioned to capture the growth opportunities in our rapidly evolving industry. Together, Western Digital and SanDisk's portfolio of products and solutions cater for a wide range of applications in almost all of the world's computing and mobile devices.

The integration process began on day one and, as previously announced, Steve Milligan will continue to serve as Chief Executive Officer of Western Digital, which will remain headquartered in Irvine, California. Sanjay Mehrotra, previously Co-Founder, President and Chief Executive Officer of SanDisk, will serve as a member of the Western Digital Board of Directors.

Initially there are no planned changes to the retail business and operations of SanDisk. We will be continuing with the same sales support structure and will keep you informed with any relevant integration updates.

We are all incredibly excited by the opportunities that our combined company offers and look forward to your continued business as we incorporate the SanDisk products into Western Digital's leading storage solutions portfolio. Please don't hesitate to reach out to your local SanDisk representative if you have any questions.

Best regards,





Pascal de Boer
VP, SanDisk Retail Sales WW
SanDisk | a Western Digital brand
SanDisk International

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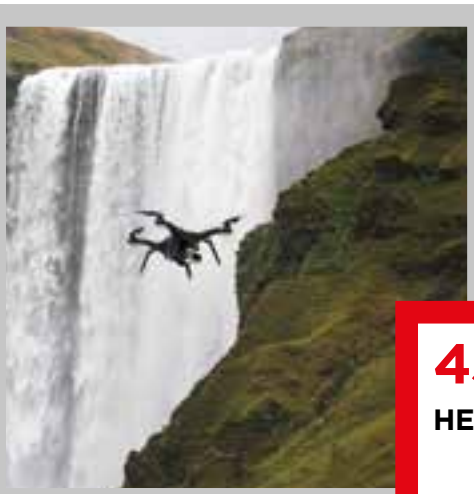



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Boosting awareness of SanDisk SSDs amongst the gaming community

Staying ahead of hardware: **tech, tracking and trends**

Second guessing advances in consumer technology can be like fortune telling or predicting fashion – just when you think innovation is slowing and you are on-trend a new must-have device arrives to take the consumer tech world by storm.

The large consumer technology shows, the biggest of which is Las Vegas-based CES, are normally a good guide to what will be big over the next 12 months. Additionally, the technology press, and even the mainstream press, echo trends when they are big enough to be picked up by journalists. However, gone are the days when products needed to be in a suitably consumer-friendly format before launch. More and more we are seeing a growing acceptance of soft launches and public betas devices.

The speed at which technology development moves, from drawing board to launch to mass production, is continually increasing. If something has a few rough edges or features that aren't quite fully implemented, it is no longer seen as a failure that was released too quickly; it is now commonly accepted that an over-the-air update or the next generation model will fix the bugs. We've all taken on the role of outsourced product testers, shaping upgrades for the next version!

One of the big changes in hardware more recently is connectivity, with many USB Type-C™ devices entering the market, including Apple's latest MacBook and Android™ devices such as HTC and LG. Where Type-A and Type-B USBs are limited by one-way compatibility, USB Type-C is backwards compatible and fully reversible, letting users shift content easily between smartphones, tablets and computers.

And, from military hardware to a high-street must have, consumer drones have become a popular purchase for those wanting to capture high-quality photographs and 4K videos from the sky. Some recreational drones have integrated cameras, while others can accommodate a GoPro or other action camera. Whichever option, users need memory cards with enough speed and capacity to capture spectacular images, support 4K video and download images and footage in seconds.

We've picked out some of the latest tech that we are excited about and paired it up with the perfect SanDisk® storage solution.

"Content is exploding and content is local! To take advantage of this, new memory performance levels and solutions are needed."

Gerry Edwards
Product Marketing Director EMEA
SanDisk | a Western Digital brand
SanDisk International

Compatibility information based on the published specifications of host device manufacturers and SanDisk internal testing.

Perfect Partners



Action Cameras

RECOMMENDED:
SanDisk Extreme® microSDXC™ UHS-I cards





DSLR Cameras

RECOMMENDED:
SanDisk Extreme PRO® SDXC™ UHS-I and UHS-II cards





Pro Video Cameras

RECOMMENDED:
SanDisk Extreme PRO CFast 2.0 cards





External Recorders

RECOMMENDED:
SanDisk Extreme PRO SSDs





Drones

RECOMMENDED:
SanDisk Extreme microSDXC UHS-I cards





iPhones

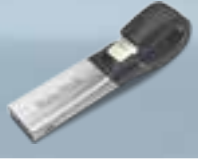
RECOMMENDED:
SanDisk iXpand™ Flash Drive





iPads

RECOMMENDED:
SanDisk iXpand™ Flash Drive





Android™ phones

RECOMMENDED:
SanDisk Ultra® Dual USB Drive 3.0



Staying on the cutting edge of *Extreme*



Time moves quickly in the technology world. But once again SanDisk Extreme® is ahead of the game. Hot on the heels of our hugely successful 'Upgrade to Extreme' campaign comes our latest 4K suite of assets giving you the best tools to drive basket spend.

From 4K hype to 4K demand

The hype around 4K over the past couple of years was marred with scepticism over high prices and available 4K content. Now the initial buzz has quelled, prices have begun to drop, more content is becoming available on TV and streaming services, and 4K-enabled devices – such as cameras, smartphones and tablets – are starting to rise in popularity.

The perfect opportunity to drive upsell

The rise of 4K-enabled devices has created an excellent retail opportunity to upsell to high speed, high capacity memory cards. Our latest suite of assets help your customers understand the benefits of high performance memory for high-end devices ensuring they get the product they need and you benefit from the increased basket spend.

Upgrade to Extreme

The refreshed 'Upgrade to Extreme' campaign shows you which cards are right for which 4K-enabled devices. For example, SanDisk Extreme mobile memory cards are a perfect fit for smartphones, tablets and action cameras, while the SanDisk Extreme imaging memory cards work best for high-end DSLR cameras. Both capture high quality, stutter-free 4K Ultra HD and Full HD video recording[1], even in extreme conditions.

Upsell your Android™ customers

SanDisk Extreme microSD™ cards have been developed for the latest Android smartphones, tablets and compact system cameras. Now, with UHS Speed Class 3 (U3) and Class 10 video recording ratings, SanDisk Extreme microSDHC™ and microSDXC™ UHS-I cards give your Android customers the speed and capacity to capture video that comes to life on Full HD and 4K Ultra HD video screens.

[1] Full HD (1920x1080) and 4k Ultra HD (3840x2160) video support may vary based upon host device, file attributes and other factors. See www.sandisk.com/HD

All the Point of Sale (POS) support you need to close the sale

With our suite of Upgrade to Extreme POS assets you won't miss out on a sale if you're not at the fixture. Our POS comes in a variety of different formats to suit different locations, so you can upsell at the fixture or capture an impulse purchase opportunity at the check-out.

For more details on these and our online assets, please contact your local SanDisk® representative.



Imaging Tent Card



Imaging MPU Web Banner



Action Cam 2 Cell CDU



Imaging Wobbler

Boost your action category

The worldwide action camera market is forecast to increase by 22% year-on-year up to 2019[1] with GoPro® at the forefront of this growth. This provides a huge opportunity for associated accessory sales but often shoppers worry about the compatibility of accessories.

At SanDisk®, we're proud to be one of the first memory companies to be verified as an approved GoPro accessory manufacturer and able to feature the 'Works with GoPro' logo on packaging and POS.



What is 'Works with GoPro' verification?

GoPro launched the 'Works with GoPro' programme to give shoppers the reassurance on which accessories work best with GoPro cameras – similar to Apple's 'Made for iPhone/iPad'. The products that pass the 'Works with GoPro' verification have the option to feature a 'Works with GoPro' logo so shoppers can easily identify compatible products.

Bundling opportunities for retailers

SanDisk Extreme® cards can capture fast-action photos, shoot in continuous burst mode and record 4K UHD video[2] – making them ideal for GoPro cameras. What's more, the cards have now been verified as 'Works with GoPro' and have been included in their official planogram, which gets sent out to GoPro's stockists.

These cards are recommended for the latest Hero GoPro cameras – the Hero4 Silver, the Hero4 Black, and the Hero Session™ – offering excellent bundling and upsell opportunities. And, with a 60% year-on-year rise in sales of drones expected in 2016[3], alongside 4K Ultra HD video driving larger file sizes, there is yet another strong argument for you to range Extreme products next to action cameras and drones.



WORKS WITH GoPro®

[1] http://www.researchandmarkets.com/reports/2890963/global-action-camera-market-2015-2019.
[2] Compatible device required. Full HD (1920x1080) and 4K Ultra HD (3840 x 2160) video support may vary based upon host device, file attributes and other factors. See www.sandisk.com/HD
[3] Source: Internet Trends 2015, KPCB estimates.





Powering the memory in drones



Drones offer a completely new perspective on video capture, a perspective previously out of reach for the mass market. However, with drones becoming more affordable and with well-known consumer brands likely to be releasing drones in the near future, there's no better time to ensure you've got the right memory, POS and fixtures in place.



Making drones more Extreme

Drones need memory. And to reach their full capabilities, they demand high levels of speed and performance. SanDisk Extreme PRO® microSDXC™ UHS-II cards deliver nearly 3x the speed of current cards, up to 64GB* of memory and Class 10 and UHS Speed Class 3 (U3)[1] ratings to shoot stunning Full HD and 4K UHD videos[2] from up high.

What's more, SanDisk Extreme PRO® microSD™ cards are built for extreme conditions and can withstand heavy impact – making them ideal for extreme photography, action cams and drones. What's more, the in-pack card reader, when combined with the fastest transfer speeds available, makes it quick and convenient to offload 4K UHD video quickly to laptops, TVs and computers.

It's easy to bundle and upsell Extreme microSD cards

Seasonal events are a fantastic opportunity to bundle Extreme microSD cards with drones, action cameras, high-performance cameras and smartphones. SanDisk has already done the hard work by creating a range of consistent in-store materials to attach or position alongside relevant host categories.

* 1GB=1,000,000,000 bytes. Actual user storage less.
[1] UHS Speed Class 3 designates a performance option designed to support 4K Ultra HD video recording with UHS-I enabled host devices.
[2] Compatible device required. Full HD (1920x1080) and 4K Ultra HD (3840 x 2160) video support may vary based upon host device, file attributes, and other factors. See: www.sandisk.com/HD.

Pushing the boundaries of flash memory for video

To stay at the forefront in flash memory solutions, SanDisk® is constantly innovating and improving its products – breaking new ground in speed, capacity and performance.



SanDisk Extreme® gets a V30 speed boost

We've upgraded most of the Extreme range to Video Speed Class 30 (V30). The new Class rating makes it clear for your shoppers (V is for Video and 30 is the minimum speed rating) and allows for 4K UHD video capture[1]. The latest Video Speed Class is designed to optimise modern NAND memory technology for high resolution and high quality video recording.

SanDisk Extreme microSD™ cards

These market-leading microSD cards enable more fast action shooting in Full HD or 4K Ultra HD video[1] with Android™ based smartphones or compact system cameras. We've recently upgraded the cards to 90/60 MB/s[3] read/write speeds for even faster transfers and shooting and UHS Speed Class 3 (U3)[2] and Class 10 video recording ratings to shoot stunning 4K Ultra HD video[1].

Product Name	Capacity*	New Read Speed	New Write Speed	New Video Rating
SanDisk Extreme PRO® UHS-II microSDHC™/microSDXC™	64GB	Up to 275MB/s[4]	Up to 100MB/s[4]	U3
	128GB			
SanDisk Extreme PRO® UHS-I microSDHC™/microSDXC™	32GB	Up to 95MB/s[5]	Up to 90MB/s[5]	U3, V30
	64GB			
SanDisk Extreme® PLUS microSDHC™/microSDXC™	32GB	Up to 95MB/s[5]	Up to 90MB/s[5]	U3, V30
	64GB			
	128GB			
SanDisk Extreme® microSDHC™/microSDXC™	32GB	Up to 90MB/s[3]	Up to 60MB/s[3]	U3, V30
	64GB			
	128GB			

* 1GB=1,000,000,000 bytes. Actual user storage less.
[1] Compatible device required. Full HD (1920x1080) and 4K Ultra HD (3840 x 2160) support may vary based upon host device, file attributes and other factors. See www.sandisk.com/HD
[2] UHS Speed Class 3 (U3) designates a performance option designed to support real-time video recording with UHS enabled host devices.
[3] Up to 90MB/s read; up to 60MB/s write. Based on internal testing; performance may be lower depending upon host device interface, usage conditions and other factors. 1MB=1,000,000 bytes.
[4] Up to 275MB/s read; up to 100MB/s write. Based on internal testing; performance may be lower depending upon host device interface, usage conditions and other factors. 1MB=1,000,000 bytes.
[5] Up to 95 MB/s read speed. Write speed up to 90 MB/s. Based on internal testing; performance may be lower depending on host device. 1MB=1,000,000 bytes.





SanDisk Extreme SD™ cards

Our Extreme SD cards offer the very best in professional quality photos as well as 4K and Full HD videos. We've now upgraded the range with read/write speeds up to an amazing 300/260 MB/s[1] for Extreme PRO UHS-II cards, with UHS Speed Class 3 (U3)[2] and Class 10 video recording ratings for the highest, professional standard photos and videos.

Product Name	Capacity*	New Read Speed	New Write Speed	New Video Rating
SanDisk Extreme PRO® UHS-II SDHC™/SDXC™	32GB	Up to 300MB/s[1]	Up to 260MB/s[1]	U3, C10
	64GB			
	128GB			
SanDisk Extreme PRO® UHS-I SDHC™/SDXC™	32GB	Up to 95MB/s[3]	Up to 90MB/s[3]	U3, C10, V30
	64GB			
	128GB			
	256GB			
	512GB			
SanDisk Extreme® PLUS SDHC™/ SDXC™	32GB	Up to 90MB/s[4]	Up to 60MB/s[4]	U3, C10, V30
	64GB			
SanDisk Extreme® SDHC™/SDXC™	32GB	Up to 90MB/s[5]	Up to 40MB/s[5]	U3, C10, V30
	64GB			
	128GB	Up to 90MB/s[4]	Up to 60MB/s[4]	U3, C10, V30
	256GB			

* 1GB=1,000,000,000 bytes. Actual user storage less.
[1] Up to 300 MB/s (1867X) read speed. Write speed up to 260 MB/s (1667X). Based on internal testing; performance will vary based on host device. Full performance requires UHS-II host. 1MB = 1,000,000 bytes. X=150 KB/s.
[2] UHS Speed Class 3 (U3) designates a performance option designed to support real-time video recording with UHS enabled host devices.
[3] Up to 95 MB/s read speed. Write speed up to 90 MB/s. Based on internal testing; performance may be lower depending on host device. 1MB=1,000,000 bytes.
[4] Up to 90MB/s read; up to 60MB/s write. Based on internal testing; performance may be lower depending upon host device interface, usage conditions and other factors. 1MB=1,000,000 bytes.
[5] Up to 90MB/s read; up to 40MB/s write. Based on internal testing; performance may be lower depending upon host device interface, usage conditions and other factors. 1MB=1,000,000 bytes.

Capturing life **to the full**

Content creation and consumption are driving the need for higher performance and higher capacity storage solutions. The brand new 256GB* SanDisk Ultra® microSDXC™ UHS-I card and 256GB SanDisk Extreme® microSDXC UHS-I card are the world's highest capacity microSD™ cards, giving everyone the opportunity to capture life to the full.

Capacity and speed make it all possible

More devices are relying on microSD for storage expansion than ever before. 4K UHD video[1] is driving larger video file sizes on smartphones, cameras and action cameras. 360° video[2] requires nearly 3x the capacity to capture, process and continue shooting when it matters most. Android™ devices can now run apps directly from their microSD cards, as well as store streamed music. These advancements and more have made ultra high capacity and speed a top purchase driver for shoppers.

Reaching a new peak in high capacity

The SanDisk Ultra microSD UHS-I card and SanDisk Extreme microSD UHS-I card are now available with up to 256GB of capacity, making them the world's highest capacity memory cards for mainstream users.

Authorised with 'Works With Go Pro®' verification, the Extreme microSD UHS-I card can record up to 14.4 hours of 4K UHD video with lightning-fast transfer speeds up to 100MB/s**, whilst the Ultra microSD UHS-I card can record up to 24 hours of Full HD video[1] with transfer speeds of up 95MB/s**.

The perfect bundle for action cameras as well as Android smartphones, compact system cameras and consumer drones.



COMING SOON

256GB

* 1GB=1,000,000,000 bytes. Actual user storage less.
**SanDisk Ultra microSD: Up to 95MB/s read speed; write speed lower. SanDisk Extreme microSD: Up to 100MB/s read speed, up to 90MB/s write speed. Based on internal testing; performance may be lower depending on host device, interface, usage conditions and other factors. 1MB=1,000,000 bytes.
[1] Compatible device required. Full HD (1920x1080) and 4K Ultra HD (3840 x 2160) support may vary based upon host device, file attributes and other factors. See www.sandisk.com/HD
[2] Approximations; 360° video support may vary based on host device, file attributes and other factors. See www.sandisk.com/HD

Capture every moment in 4K Ultra HD



Capture more than 3 hours of 4K Ultra HD video[1]



SanDisk®
a Western Digital brand

[1] Approximations; Results and 4K Ultra HD (3840x2160p) video support may vary based on product capacity, host device, file attributes and other factors. See www.sandisk.com/HD.

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Become a SanDisk® OFFICIAL PRO SERIES PARTNER

Following the success of our Official Photo Partner Programme, we wanted to provide tailored support to photo specialty retailers, cameramen, imaging distributors, production companies and freelance professional photographers. Our Official Pro Series Partner programme in Germany does just that with exclusive benefits and sales materials to ensure SanDisk® is specified as part of cinematography and videography workflows.



Exclusive POS materials to help customers select the ideal product

Monthly newsletter with the latest industry development and sales tips



Exclusive sales promotions with bonus programme and loyalty rewards

Product and sales training via our e-learning module

Product information and compatibility guides to drive upsell, cross-sell and sell-out

All the latest news and trends easily accessible on our blog

To register please visit **officialproseriespartner.com** or contact your local SanDisk representative.

© Suzanne Bainton

SanDisk® – the natural choice for Cinema, Broadcast and Pro Video

In the world of professional videography and cinematography, memory matters. So it's no surprise that, with many years of creating trusted flash memory solutions for the mainstream imaging market, SanDisk is now a leading brand in the cinema, broadcast and pro video industries.

Working in partnership with the world's leading camera manufacturers, SanDisk has been at the forefront of some of the biggest innovations in non-proprietary digital storage media of recent times. From high-capacity SanDisk Extreme PRO® CompactFlash® cards that support VPG-65 to near cinema-quality 4K SanDisk Extreme PRO CFast™ 2.0 cards, reliability and performance have been engineered into every SanDisk product. But it's not just acquisition; SanDisk's end-to-end video production solutions include ingestion products (e.g. SanDisk's ImageMate® All-in-One USB 3.0 Memory Card Reader) and post-production solutions (e.g. SanDisk's Extreme PRO SSD).

More recently, with the rise of consumer drones, action cameras and 3D 360° cameras for virtual reality, the Pro Video market presents fantastic upsell and cross-sell opportunities. If you'd like to find out more, or to join our Pro Video email programme, contact your local SanDisk representative today. In the meantime take a look at some of our Pro Video solutions...





SanDisk Extreme PRO® microSDXC™ cards

The world's fastest microSD cards

RECORDING PERFORMANCE	**UHS Speed Class 3 (U3)** for sequential write speed of 30MB/s (240Mbps)[1] Up to **100MB/s** write speed** for continuous shot-to-shot performance
WORKFLOW PERFORMANCE	Up to **275MB/s** read speed** for fast data transfer
CAPACITIES	**64GB*, 128GB** for storing 133-266mins[2] video (H.264 @ 60Mbps)
INTERFACE	**UHS-II**
DURABILITY	**Shockproof, X-ray proof, waterproof[3] and operates in temperatures ranging from -13°F to 185°F (-25°C to 85°C)** making this card ideal for action cameras
SUPPORT	**Lifetime limited warranty[4]**

SanDisk Extreme PRO® SD™ UHS-II cards

The world's fastest SD cards

RECORDING PERFORMANCE	**UHS Speed Class 3 (U3)** for sequential write speed of 30MB/s (240Mbps) Up to **250MB/s** write speed** for continuous shot-to-shot performance
WORKFLOW PERFORMANCE	Up to **280MB/s** read speed** for fast data transfer
CAPACITIES	**16GB*, 32GB, 64GB** for storing 40-160mins[2] video (MPEG-2 4:2:2 1080/50i @ 50Mbps)
INTERFACE	**UHS-II**
DURABILITY	**Shockproof, X-ray proof, waterproof and operates in temperatures ranging from -13°F to 185°F (-25°C to 85°C)**
SECURITY	Built-in **write-protect switch** prevents accidental data loss
SUPPORT	**Lifetime limited warranty**

* 1GB=1,000,000,000 bytes. Actual user storage less.
**SanDisk Extreme PRO microSDHC and microSDXC UHS-II: Up to 275MB/s read speed; Up to 100MB/s write speed. Based on internal testing: performance may be lower depending upon host device. 1MB=1,000,000 bytes. X=150KB/sec. SanDisk Extreme PRO SDHC and SDXC UHS-II: Up to 280MB/sec (1867X) read speed. Write speed up to 250MB/s (1667X). SanDisk Extreme PRO CFast 2.0: Up to 440MB/sec write speed (2933X), up to 515MB/sec read speed. SanDisk Extreme PRO CompactFlash: 16-128GB models up to 150 MB/sec write speed, 256GB capacity up to 140MB/ sec write speed; up to 160MB/sec read speed. SanDisk Extreme 900 Portable SSD: Based on internal testing; performance may be lower depending on host device. 1MB=1,000,000 bytes. SanDisk Extreme PRO SSD: Up to 160MB/s read; Up to 150MB/s write speeds. Based on internal testing; performance may vary depending upon host device. 1MB=1,000,000 bytes. X = 150KB/sec.

[1] UHS Speed Class 3 designates a performance option designed to support real time video recording with UHS enabled host devices.
[2] Based on MPEG-2 4:2:2 1080/50i @ 50Mbps. Approximations: results will vary based on file size, resolution, compression, bit rate, content, host device, pre-loaded files and other factors.
[3] See product packaging and www.sandisk.com/proof for additional information and limitations.
[4] 30 year warranty in Germany, Canada, and regions not recognizing lifetime warranty. See www.sandisk.com/wug



SanDisk Extreme PRO® CFast™ 2.0 cards

Built to meet the new generation of Full HD and 4K video[1] recording specifications

RECORDING PERFORMANCE	Up to **440MB/s** (3.52Gbps) write speed** – record ProRes 4444 at 120fps
WORKFLOW PERFORMANCE	Up to **515MB/s** (4.12Gbps) read speed**
CAPACITIES	**64GB*** and **128GB** capacities. Store up to 35 mins[3] ProRes 4444 2K 4:3 24fps @ 50Mbps
OPERATING TEMPERATURE	**23°F to 158°F (-5°C to 70°C)**
SUPPORT	**Lifetime limited warranty**



SanDisk Extreme PRO® CompactFlash® cards

Features Video Performance Guarantee (VPG) for sustained video recording at 65MB/sec[2] (520Mbps)

RECORDING PERFORMANCE	**VPG-65** for minimum sequential write speed of 65MB/s (520Mbps) Up to **150MB/s** write speed** (1000X. 16-64GB models; 256GB model up to 140MB/s) for extreme continuous shot-to-shot performance
WORKFLOW PERFORMANCE	Up to **160MB/s** read speed** (1067X)
CAPACITIES	**16GB*, 32GB, 64GB, 128GB** and **256GB** capacities for storing 40-640 mins[4] video (MPEG-2 4:2:2 1080/50i @ 50Mbps)
INTERFACE	**UDMA 7** interface for high speed data transfer
OPERATING TEMPERATURE	**-13°F to 185°F (-25°C to 85°C)**
SUPPORT	**Lifetime limited warranty**



SanDisk Extreme® 900 Portable SSD

Serious storage for high-res photos and videos

SEQUENTIAL READ SPEED	Up to **850MB/s[5]**
SEQUENTIAL WRITE SPEEDS	Up to **850MB/s[5]**
CAPACITIES	**480GB*, 960GB, 1.92TB** for storing 460-1840 mins[6] video (ProRes 422 10-bit 150Mbps)
INTERFACE	**USB 3.1 Type-C™** (USB 3.0 cable also included)
DURABILITY	**Vibration resistant (5.35 gRMS, 50-2000 Hz)**
OPERATING TEMPERATURE	**-4°F to 158°F (-20°C to 70°C)**
SHOCK	Shock resistant **up to 800G**
SUPPORT	**3-year limited warranty[7]**



SanDisk Extreme PRO® SSD

No-wait multi-tasking for media pros

SEQUENTIAL READ SPEED	Up to **550MB/s[8]**
SEQUENTIAL WRITE SPEEDS	Up to **515MB/s[8]**
CAPACITIES	**480GB*, 960GB** for storing 230-920 mins[6] video (ProRes 422 10-bit 150Mbps)
INTERFACE	**SATA Revision 3.0 (6 Gbit/sec)** backward compatible to SATA Revision 2.0 (3 Gbit/s) and SATA Revision 1.0 (1.5 Gbit/s)
DURABILITY	**Vibration (operating/non-operating): 5gRMS, 10-2000Hz/4.9gRMS, 7-800Hz**
OPERATING TEMPERATURE	**32°F to 158°F (0°C to 70°C)**
SHOCK	Shock resistant **up to 1500G @ 0.5 msec**
SUPPORT	**Lifetime limited warranty**

* 1GB=1,000,000,000 bytes. Actual user storage less.
** SanDisk Extreme PRO microSDHC and microSDXC UHS-II: Up to 275MB/s read speed; Up to 100MB/s write speed. Based on internal testing: performance may be lower depending upon host device. 1MB=1,000,000 bytes. X=150KB/sec. SanDisk Extreme PRO SDHC and SDXC UHS-II: Up to 280MB/sec (1867X) read speed. Write speed up to 250MB/s (1667X). SanDisk Extreme PRO CFast 2.0: Up to 440MB/sec write speed (2933X), up to 515MB/sec read speed. SanDisk Extreme PRO CompactFlash: 16-128GB models up to 150 MB/sec write speed, 256GB capacity up to 140MB/ sec write speed; up to 160MB/sec read speed. SanDisk Extreme 900 Portable SSD: Based on internal testing; performance may be lower depending on host device. 1MB=1,000,000 bytes. SanDisk Extreme PRO SSD: Up to 160MB/s read; Up to 150MB/s write speeds. Based on internal testing; performance may vary depending upon host device. 1MB=1,000,000 bytes. X = 150KB/sec.

[1] Compatible device required. Full HD (1920x1080) and 4K Ultra HD (3840 x 2160) support may vary based upon host device, file attributes and other factors. See www.sandisk.com/HD
[2] Video Performance Guarantee enabled to ensure video recording at 65MB/sec minimum sustained write speed. 1 MB = 1,000,000 bytes.
[3] ProRes 4444 2K 4:3 @ 24fps. Approximations: results will vary based on file size, resolution, compression, bit rate, content, host device, pre-loaded files and other factors.
[4] Based on MPEG-2 4:2:2 1080/50i @ 50Mbps. Approximations: results will vary based on file size, resolution, compression, bit rate, content, host device, pre-loaded files and other factors.
[5] UHS Speed Class 3 designates a performance option designed to support real time video recording with UHS enabled host devices.
[6] Based on ProRes 422 FHD 10-bit @ 150Mbps. Approximations: results will vary based on file size, resolution, compression, bit rate, content, host device, pre-loaded files and other factors.
[7] See www.sandisk.com/wug
[8] Based on internal testing using PCMark Vantage HDD Suite.



Elmar Sprink
Iron Heart

On 11th July 2010, life changed dramatically for Elmar Sprink. During a long distance race, he suddenly felt nauseous and so reluctantly he pulled out. Returning home later that day, his wife Karin discovered Elmar on the floor, so she immediately called a neighbour and they waited for an ambulance. Elmar was diagnosed with suspected myocarditis, where the heart muscle is inflamed due to a virus, which can cause life-threatening heart failure.





Elmar was allowed home after just a few days, but he was required to return for monthly tests to find the cause of his cardiac arrest. However, his heart worsened and, in September 2011, for his safety he had a defibrillator implanted. This continued weakening of his heart affected his other organs, and, whilst having his gallbladder removed, surgeons discovered his heart was only pumping at 15% of normal function.

Elmar was consigned to bed rest until a heart transplant could be performed. In Cologne, there is an average 500-day wait for a suitable heart donor and on 28th February 2012, Elmar's health took a turn for the worse. Connected to an external heart and lung machine, Elmar could barely turn himself over let alone sit up by himself. Other than visits, his only way of keeping in touch with the world was via his smartphone and computer.

Iron Heart kit list

- Canon EOS C100 Mark II DSLR with SanDisk Extreme PRO® SDXC™ UHS-I cards
- Canon EOS 7D Mark II DSLR with SanDisk Extreme PRO CompactFlash® cards and SanDisk Extreme PRO SDXC UHS-I cards, plus Atomos Ninja Star and Atomos Ninja 2 external recorders with SanDisk Extreme PRO CFast™ 2.0 cards and SanDisk Extreme PRO SSDs
- Canon Powershot G7 X camera with SanDisk Extreme PRO SDXC UHS-I cards
- Canon XC10 with SanDisk Extreme PRO CFast 2.0 cards
- GoPro® HERO4 Black Edition camera with SanDisk Extreme® microSDXC UHS-I cards
- Canon EOS 5D Mark III DSLR with SanDisk Extreme PRO CompactFlash cards and SanDisk Extreme PRO SDXC UHS-I cards
- DJI™ Inspire drone with SanDisk Extreme microSDXC UHS-I cards



Finally, on 9th June 2012, Elmar and Karin received some outstanding news; a suitable heart donor had been found. After surgery, Elmar Sprink felt like a new person. One month later, he was allowed to leave the hospital bed that had been his home for over seven months.

Elmar subsequently decided to photograph the world he had previously taken for granted. However, life had changed for him and his driving-intensive job was no longer feasible. Elmar was put on long-term sick leave, whereby he had to take medicine daily to prevent his body from rejecting his new heart, as well as having to check and transmit his vital stats to doctors via an app. But he also set about regaining his strength and fitness, retraining his body to sit up, then to walk short distances.

On 29th December, for the first time since 4th July 2010, Elmar laced up his running shoes. He managed to jog a short distance and this spurred him on to more and more sporting achievements. In 2013, nine months after his transplant, Elmar successfully took part in his first 10K run. From there, Elmar took part in a triathlon, the 90K IRONMAN® and a half-marathon.

He didn't stop there, and continues to take part in long-distance running events around the world.

The story of Elmar's health triumph has gained significant media attention, particularly in his home country, Germany. As a regular athlete and competitor in transplant patient events, he has sponsorship from a number of large brands, including SanDisk®. Interest in his amazing journey has now developed to the point where Phil Coates and David Newton, from the SanDisk Extreme® Team, are shooting a biopic, following Elmar all around European events. The documentary-style shoot was unique as Phil and David are using full sensor cameras, such as the Canon EOS C100 Mark II and Canon EOS 7D Mark II, rather than the traditional Canon XF205.

In the meantime, knowing the average life expectancy of a donor heart is ten to fifteen years, Elmar takes nothing for granted and aims to remain fit and healthy, whilst encouraging more organ donor sign-ups.

Organspende rettet Leben!

elmarsprink.de

Mobile Storage Solutions
The fresh, new category for must-have memory products

Nowadays it's hard to imagine life without mobile phones. And, with an ever-increasing ecosystem of products and services that rely on them to create and share content, the need for extra storage solutions has never been more apparent. What's more, with 6.1 billion smartphone users predicted by 2020[1] SanDisk's Mobile Storage Solutions (MSS) range is the perfect mobile storage category for cross and upsell.

Our research shaped the SanDisk® MSS category

In early 2016 SanDisk undertook an extensive, multi-market study with a panel of Android™ and iOS users to gain further insights into their everyday mobile storage challenges and solutions to make their lives easier. The findings informed the development of our MSS messaging, retail merchandising and media campaign.

Making it easy for shoppers to buy

Many smartphone owners are confused by storage and back-up solutions. Our research showed that microSD™ or cloud-based storage solutions are assumed to be the only storage solutions for mobile devices[4]. What's more, there's confusion over compatibility with Apple and Android devices. Our MSS messaging tells shoppers about the benefits of our SanDisk products and helps them choose the one that's right for them – and their mobile device.

Key insights from our research

Photos are the most valued content on our smartphones; up to 71% of images captured are on a mobile device[2]. Yet approximately half of the iPhone users researched had iPhones with embedded storage of 16GB[3] or less[4]. Constantly deleting videos and apps to free up space becomes a way of life for them, as does losing out on precious memories. In fact nearly a quarter admitted to deleting content to free up space at least once a week[4]. Those three words 'add more memory' are the genesis of the MSS category, which is, in turn, opening up a world of new revenue opportunities for our retail partners.



1 in 4 users will have to delete content to free up space at least once a week



1 in 2 iPhone users have a phone that stores 16GB or less



billion smartphone users predicted by 2020

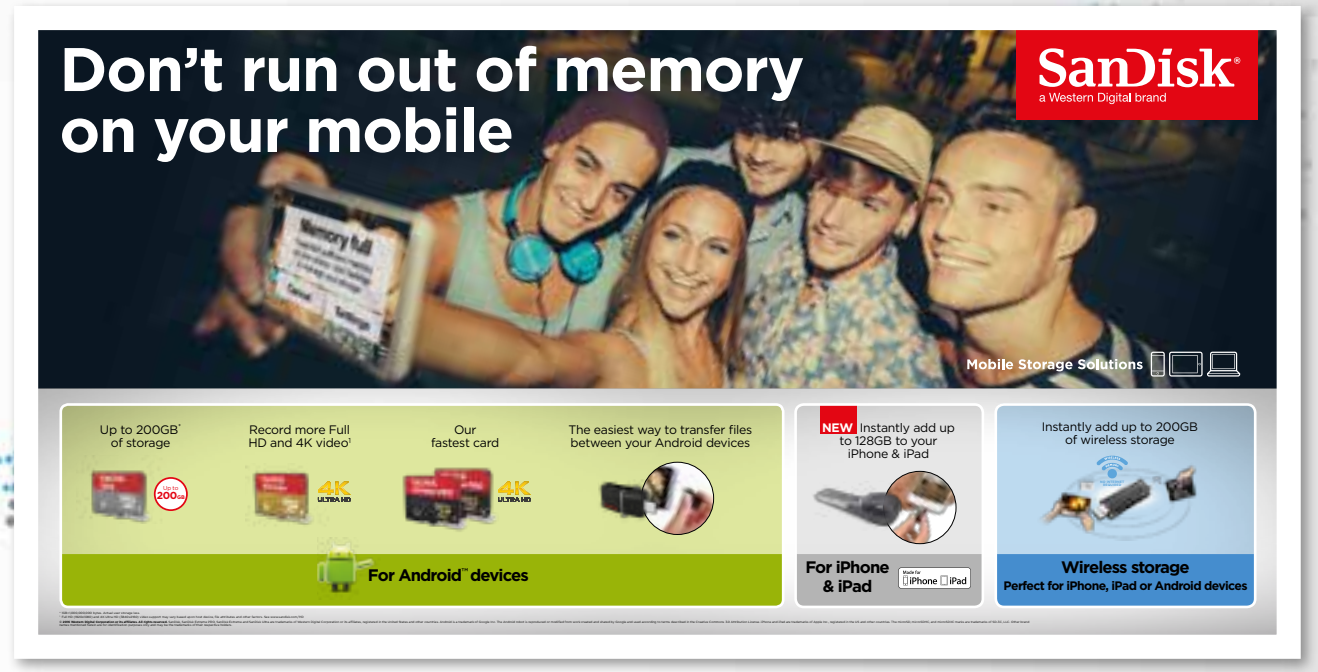
[1] http://techcrunch.com/2015/06/02/6-1b-smartphone-users-globally-by-2020-overtaking-basic-fixed-phone-subscriptions/
[2] http://www.flashmemorysummit.com/English/Collaterals/Proceedings/2014/20140807_L31_Chute.pdf
[3] 1GB=1,000,000,000 bytes. Actual user storage less.
[4] SanDisk MSS Quantitative Research: 2009 EU-3 respondents (UK 1006, France 500, Germany 503) (April 2016)

Creating awareness and driving sell-out

Our research highlighted the need to make more smartphone owners aware of our fantastic range of memory solutions. In June we launched our MSS media campaign to raise awareness amongst early tech adopters under 35, for whom mobile storage is very important. Our campaign features awareness building content supported by direct response assets that drive to product pages on partner e-tail sites. Find out more on pages 24 and 25.

To ensure we close the sale in-store we have developed a suite of assets to signpost the category, aid product selection based on device type and highlight the key product benefits, from freeing up space to carrying more content on the go.

Key to driving sales is the MSS header. It features an eye-catching 'memory full' image to attract attention and help shoppers understand the benefits of the category. Colour-coding helps shoppers select the right range for their device type whilst simple messaging highlights the key product benefits.





The majority of social media is consumed on mobile devices, making it the ideal media on which to promote our MSS range. We've developed a suite of social content to increase clicks to your e-tail product pages.

Don't miss out!

Our MSS category solutions will help shoppers to quickly identify compatible products and enable you to upsell and bundle SanDisk MSS products with your range of host devices. To take advantage of this please contact your local SanDisk representative.

The **Mobile Storage Solutions headliners**

These products are leading the exciting new MSS category at SanDisk® and creating a buzz in the world of mobile memory.

SanDisk Ultra® Dual USB Drive 3.0 – easy transfer between Android™ devices

Designed for easy transfer between On-The-Go (OTG)-enabled devices, with up to 150MB/s* file transfer speeds and up to 128GB[1] of storage, Android users can easily transfer content between Android smartphones and tablets[2], PC and Mac computers.

SanDisk Ultra, Extreme and **Extreme PRO UHS-II microSD™ –** setting the benchmark for internal mobile memory solutions

SanDisk internal mobile memory solutions are breaking new ground when it comes to speed, performance and capacity. **SanDisk Ultra®** is the microSD card offering up to 256GB of memory and the ability to shoot Full HD videos[3]. **SanDisk Extreme®** is all about shooting fast action in Full HD or 4K Ultra HD video[3]. Last but not least, the **SanDisk Extreme PRO® UHS-II** microSD boasts the world's fastest microSD UHS-II speeds to never miss a moment on smartphones, tablets and compact system cameras.



* (32GB-128GB) Read speeds from drive to computer up to 150MB/s. (16GB) Read speeds from drive to computer up to 130MB/s. Write speeds lower and vary by drive capacity. USB 3.0 port required. Based on internal testing; performance may be lower depending upon host device. 1MB=1,000,000 bytes.
[1] 1GB=1,000,000,000 bytes. Actual user storage less.
[2] Requires device with On The Go (OTG) support. See www.sandisk.com/dualdrive for list of compatible devices.
[3] Compatible device required. UHS Speed Class 3 designates a performance option designed to support 4K Ultra HD video recording with UHS-I enabled host devices. Full HD (1920x1080), and 4K Ultra HD (3840x2160) video support may vary based upon host device, file attributes, and other factors. See: www.sandisk.com/HD

The SanDisk Connect™ Wireless Stick –
for a truly mobile lifestyle

The SanDisk Connect Wireless Stick is designed for active content creators who want to wirelessly save and access photos, videos and files on the go – making it the perfect addition to the MSS product family. Adding up to an **amazing 200GB of extra storage**, Connect can also stream to up to three devices at the same time[1], from laptops and Android devices to iPhones and iPads.

The SanDisk iXpand™ Flash Drive –
Made for iPhone and iPad

The SanDisk iXpand Flash Drive has a two-way Lightning connector and high-speed USB 3.0 connector, instantly freeing up memory on iPhones and iPads[1] – perfect for quick transfers between devices and adding up to 128GB of memory on the go. Read more about our iXpand App[2] on page 26.

Contact your local SanDisk representative today to learn more about the exciting range of MSS products.



[1] Some DRM-protected content cannot be streamed. Check with the content provider for playback restrictions. HD (1280x720) video support may vary based on host device, file attributes and other factors. iPhone 5, iPhone 5c, iPhone 6, iPhone 6 Plus, iPhone 6s, iPhone 6s Plus, iPad AirTM, iPad miniTM, iPad mini 4, iPad Pro, iPad with Retina display, iPod® 5th Generation and newer ;iXpand Drive app and iOS 8.2 required.
[2] Available for download from the App Store. iOS 8.2 required. Setup automatic backup within app settings.

Everything you need **to sell SanDisk® Mobile Storage Solutions**

In-store Point Of Sale (POS)

Our high-impact suite of eye-catching in-store assets is perfect for highlighting that you stock SanDisk MSS.

Headers and gate sleeves help to raise awareness of the product range whilst spinners and CDUs allow for product to be sited alongside host devices to drive attached sales, or at the check-out to take advantage of impulse purchase opportunities.

It couldn't be easier to take advantage of these incremental sales opportunities – contact your local SanDisk representative today!



MSS Gate sleeve



MSS Spinner Unit

72%
of new product awareness is driven by in-store activity such as POS[1]



MSS 4-Cell Counter Display Unit

[1] http://www.packagingnews.co.uk/design/delivering-the-stand-out-display-point-of-sale-and-rrp-cover-feature-05-08-2013



MSS home page – desktop and mobile-optimised

Category header introducing the mobile and storage message

Clear user reference on top navigation for Android and iPhone/iPad users to easily navigate to relevant products

Eye-catching lifestyle image reinforcing the 'mobile memories without limits' strapline



Online and Mobile-optimised assets to grow your MSS category

More shoppers are buying online than ever before. The biggest four online shopping markets in the world – the UK, US, Germany and China – are predicted to grow by £320bn by 2018, growing the online market to £645bn[1].

To grow your share of the MSS category we've created a range of online and mobile assets which can integrate seamlessly into your online ecosystem. From our MSS microsite, which details the full MSS portfolio, to individual product PowerPages, each asset has been developed to aid the purchase process drawing upon insights gleaned from our mobile storage research study.

Spreading the word on mobile and social media

No doubt you will have seen one of our social media posts over the past couple of months. We've been running a series of static and video awareness and direct response content driving sales to e-tail partners. Make sure you ask your local SanDisk representative how you can take advantage of all these great assets!

Landing page showcases the different products with more information and clear upsell opportunities

Simple product category modules with clear product visuals, relevant user icons, brief intro with product benefits and Call To Action (CTA) to support the different shopper journeys





[1] http://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/11657830/Online-shopping-to-grow-by-320bn-in-three-years.html

iXpand™ app wins mobile award!



'Storage full' meets its match

The 'storage full' message is one of the biggest frustrations of iPhone and iPad users, with 1 in 2 (56.6%) having to delete to free up space at least once a month[1]. Specifically designed for iOS devices, the iXpand Flash Drive allows you to instantly free up space on iPhones and iPads[2]. You can also add up to 128GB* of extra storage across your mobile devices. And no product would be complete without a seamless app to make it even easier to manage and move precious content between devices.

Winner of 'Best Designed Mobile App'

Awarded by the Best Mobile App Awards, the iXpand Flash Drive app[3] is the proud winner of the the **Best Designed Mobile App Platinum award**.

This newly redesigned mobile app gives users an effortless tool to manage and expand storage on their iPhones or iPads. They can play popular-format movies directly from the drive – perfect for those long commutes or holidays – and back up their favourite social media photos through the backup feature. What's more, they can copy content directly from other apps, including the highly popular WhatsApp.

BMA
BEST MOBILE APP AWARDS

bestmobileappawards.com

And it's not just the app that's been getting rave reviews:

> Always running out of space on your iPhone? SanDisk® might just have the best storage solution we've seen so far. The new iXpand Flash Drive lets you boost the storage on your iPhone by up to an additional 128GB.
> **Sean Keach, Trusted Reviews**

> Thanks to the iXpand for iPhone, storage woes can finally end.
> **Christophe Séfrin, MensUp.fr**

> The SanDisk iXpand v2 is in fact a very impressive product. It looks great, works with most mobile cases and I absolutely love the function that allows me to play videos directly[4] from the iXpand.
> **Alexander Jansson, Crafty.se**

* 1GB=1,000,000,000 bytes. Actual user storage less.
[1] SanDisk MSS Quantitative Research: 2009 EU-3 respondents (UK 1006, France 500, Germany 503) (April 2016).
[2] iPhone 5, iPhone 5c, iPhone 5s, iPhone 6, iPhone 6 Plus, iPhone 6s, iPhone 6s Plus, iPad Air™, iPad mini™, iPad mini 4, iPad Pro, iPad with Retina display, iPod® 5th Generation and newer ; iXpand Drive app and iOS 8.2 required.
[3] Available for download from the App Store. iOS 8.2 required. Setup automatic backup within app settings.
[4] Support for .WMV, .AVI, .MKV, .MP4, .MOV video formats. Some DRM-protected content cannot be streamed. Check with the content provider for playback restrictions.

The reversible Type-C™ – primed for a takeover

USB has long been the standard in connectivity. Where Type-A and Type-B USBs are limited by one-way compatibility, Type-C is backwards compatible, fully reversible and set to take over all types of USB connectivity.

As a digital connection, Type-C is a more convenient way to charge devices away from a socket. Apple's latest MacBook uses a single Type-C socket and some Android™ devices, including ones from HTC and LG, have also started to introduce Type-C into their designs and phase out the headphone jack on handsets.

Perfect solution for the Type-C trend

With more Type-C compatible host devices entering the market, SanDisk® is offering a range of high speed, high capacity Type-C USB drives.



SanDisk Ultra® Dual Drive USB Type-C™

With a reversible USB Type-C connector and Type-A connector, the SanDisk Ultra Dual Drive USB Type-C lets your customers move content easily between smartphones, tablets and computers with speeds up to 150MB/s[1].

SanDisk Ultra® USB Type-C™ Flash Drive

Simple USB with up to 128GB* of storage, USB 3.1 read speeds up to 150MB/s[1] and new reversible Type-C connector for easy connectivity.

* 1GB=1,000,000,000 bytes. Actual user storage less.
[1] 32GB-128GB: Read speeds up to 150MB/s. Write speeds lower and vary by capacity. USB 3.0 or USB Type-C with USB 3.1, Gen. 1/USB 3.0 support required. 16GB: Read speeds up to 130MB/s. Write speeds lower and vary by capacity. USB 3.0 or USB Type-C with USB 3.1, Gen. 1/USB 3.0 support required. Based on internal testing; performance may be lower depending upon host device. 1MB=1,000,000 bytes.

Increase basket spend with **SanDisk® High Speed USB Flash Drives**

On average we now consume more than eight hours of media a day[1], making the demand for high speed, high performance and high capacity storage stronger than ever. Not only are our high speed USB devices perfect for these ever-increasing content creation and consumption demands, but they're also a great way to improve ASPs and drive basket value.

78%

of consumers rate speed as a very or extremely important purchase motivator[1]



High performance and high capacity – the perfect double upsell!

Our High Speed USB Flash Drives are perfect for shoppers in need of a USB 2.0 upgrade. Plus, with up to an amazing 256GB[2] of space they're ideal for everything from archive storage to film and TV media storage!

One of our most popular drives is the SanDisk Ultra Fit™ USB 3.0 Flash Drive, which is ultra-small and high speed - the perfect fit for 'plug-in and stay-put' storage. Meanwhile, the 256GB SanDisk Ultra® USB 3.0 Flash Drive leads the pack in storage capacity – perfect for storing and transferring large files, such as Full HD and 4K Ultra HD videos[3].

Talk to your local SanDisk representative about how we can help optimise your USB Flash Drive range to encourage upsell, delivering more choice for your shoppers and improved contribution and basket spend for you.

[1] Global USB Flash Drive Segmentation Study (MarketLab – August 2013).
[2] 1GB=1,000,000,000 bytes. Actual user storage less.
[3] Compatible device required. Full HD (1920x1080) and 4K Ultra HD (3840 x 2160) support may vary based upon host device, file attributes and other factors. See www.sandisk.com/HD. Full-length movie transfers shown in POS are based on 1.2GB MPEG-4 video transfer with USB 3.0 host device. Results may vary based on host device, capacity, file attributes and other factors.



The complete High Speed USB retailer package

To complement our leading range of High Speed USB Flash Drives, we've developed a suite of in-store materials ranging from Counter Display Units (CDUs) to host device attach prompts.

The eye-catching CDUs can be placed at key impulse purchase points such as the check-out, while our planogram recommendations can help drive upsell to higher value SKUs (to find out more see page 30).

Transfer speed is the
No.1
purchase consideration with 15% willing to pay extra for higher speeds[1]





Placing SanDisk High Speed USB attach prompts on TVs, laptops, desktops and car stereos nudges shoppers to consider adding a USB to their host device purchase, creating fantastic revenue generating cross-sell opportunities.

Driving cross-sell opportunities with USB 3.0

Transfer speed is the top consideration for consumers when buying a USB Flash Drive, with 15% willing to pay around £7/8.8€ extra for higher speeds[1].

Contact your local SanDisk representative today to order your high performance USB 3.0 assets.

[1] Global USB Flash Drive Segmentation Study (MarketLab – August 2013).

Turning interest into action

Our High Speed USB campaign 'Transfer a full-length movie in seconds[1]' highlights the transfer speed benefit of our products. Our in-store messaging continues this theme and supports it with product features and benefits.

New tools to help upsell your customers to High Speed USB flash drives

Our planogram recommendations help us create the most effective mix for your store environment and shopper profile. This includes the optimum balance of SanDisk Ultra®, SanDisk Extreme® and SanDisk Extreme PRO® facings to encourage performance upsell and a capacity merchandising protocol to drive upsell to higher capacity.

Our headers help communicate the USPs of our SanDisk Ultra, SanDisk Extreme and SanDisk Extreme PRO performance ranges, highlighting optimum usage scenarios. Clear performance segmentation – Advanced, High Speed and Super-fast Speed – helps shoppers to make an informed choice based on their individual needs.



On the header the eyes are immediately drawn to the High Speed USB 3.0 campaign message **'Transfer a full-length movie in seconds'**. This messaging was developed to pull in tech enthusiasts, for whom fast transfer speeds is the key purchase motivator. This is supported with the speed benefit to transfer a full-length movie, from **40 seconds**[1] for a SanDisk Ultra USB 3.0 Flash Drive **to just 8 seconds**[1] for a SanDisk Extreme PRO USB 3.0 Flash Drive.

The combination of informative headers and a customised, intuitive planogram help optimise return-on-space and deliver Average Selling Price (ASP) and basket spend targets.

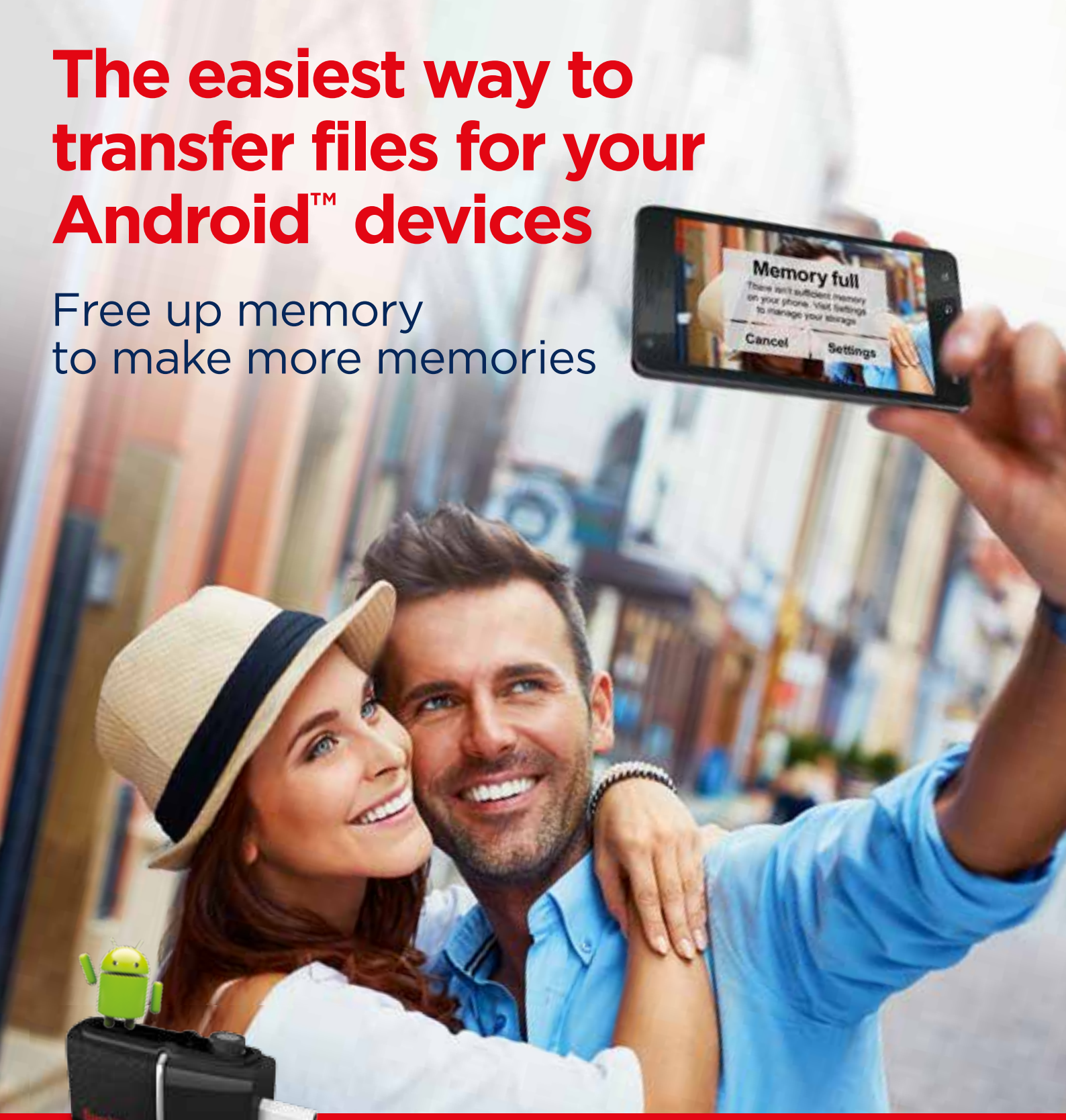
To discuss planogramming solutions and order your POS materials, contact your local SanDisk® representative.



[1] Based on a 1.2GB MPEG-4 video transfer to drive from host device with USB 3.0 port. Video support and results may vary based on host device, file attributes and other factors.

The easiest way to transfer files for your Android™ devices

Free up memory to make more memories



Easily move files from your Android devices[1] to PC or Mac computers with micro-USB on one end and USB on the other.



Mobile Storage Solutions

SanDisk®
a Western Digital brand

* (32GB – 128GB only) Read speeds from drive to computer up to 150MB/s. (16GB only) Read speeds from drive to computer up to 130MB/s. Write speeds lower and vary by drive capacity. USB 3.0 port required. Based on internal testing; performance may be lower depending upon host device. 1MB=1,000,000 bytes.

[1] Requires device with On The Go (OTG) compatibility. See www.sandisk.com/dualdrive for list of compatible devices.

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Celebrating
25 years of SanDisk® SSDs

Every day, millions of people count on the performance, quality, and reliability of SanDisk products to preserve their most precious documents and memories. And over the years SanDisk has become synonymous with the development of market-leading memory cards and USB Flash Drives.

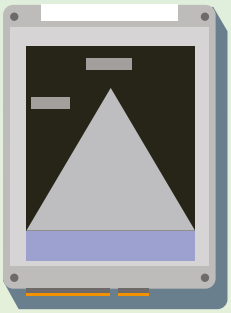
What many people don't know is that way back in 1991 even before the World Wide Web was born, we were launching our first SSD as an HDD replacement for IBM's ThinkPad® computer. It's incredible to think that back then it boasted a capacity of just 20MB! And just two years later we were blasting a SanDisk flash drive into space aboard a U.S. Space Shuttle.

In the last five years, we've gone on to produce the world's first 4-terabyte SSD and launch the world's thinnest 1-terabyte single-sided SSD. Nowadays, we produce one of the highest-performing SSD ranges in the market, our SanDisk Extreme® SSD range, which continues to power the gaming and Pro Video market.

And now, in 2016, things have really taken off! We've seen exponential growth in terms of Unit Share to No. 2 in China, Germany, Greece and the US. And we are leading the markets in the UK, Israel, France and Japan!

Our growth echoes our success in other flash memory categories and is testament to the trust placed in our superior range of SSD products.

1990s



SanDisk pioneers the world's first modern SSD



U.S. Space Shuttle blasts into space with a SanDisk flash drive code-named 'Rainbow.'

2000s



SanDisk introduces 1.8 inch and 2.5 inch SSDs



YouTube was invented

2010s



The **SanDisk Extreme® 900 Portable SSD** is launched



Number of live websites exceeds **1 billion**

The SanDisk Extreme SSDs



SanDisk Extreme PRO®

The SanDisk Extreme PRO helps supercharge your PC or game console by offering:

- Consistent pro-level read and write speeds
- Super-fast game and graphics-intensive application loading
- Industry-leading 10-year warranty[1]
- Easy-to-use SSD Dashboard to monitor and manage drive status
- Cool, quiet operation and low power consumption

What do the experts say?

The performance is excellent. Anyone who is seeking a quality, high-speed SSD at an affordable price can't go wrong with the SanDisk Extreme PRO.
Patrick Heinemann, GAME2GETHER

The SanDisk PRO is fast... and the price is attractive.
Michael Schmelze, PC WELT

SanDisk Extreme 900 Portable SSD

The SanDisk Extreme 900 Portable SSD is the storage that professionals trust, offering:

- Seriously fast portable storage for high-res files
- 2TB* of SSD-speed storage
- A compact design that fits in the palm of your hand
- Durable aluminum and rubber design
- SanDisk SecureAccess™ software[2] that encrypts private files

What do the experts say?

The only company to date to bring a portable SSD featuring this technology to the market... (it)... met our expectations and lived up to its name.
Smartworld.it

SanDisk offers a very impressive SSD, as quick as lightning.
What Hi-Fi

Robust, quick and featuring high capacity, the SanDisk Extreme 900 Portable SSD is one of the best external SSDs.
CNET.FR

SanDisk Extreme 510 Portable SSD

The SanDisk Extreme 510 Portable SSD is a high-speed, portable storage solution for on-the-go professionals, offering:

- High-performance storage for high-res photos, videos and files
- Super-fast transfer speeds of up to 430MB/s[3]
- A compact and durable design
- Extreme temperature, vibration, shock and water resistance
- Drive capacities of up to 480GB*

What do the experts say?

Photographers, video-makers, creators and technology enthusiasts are always looking for solutions to move large files at high speed to save time and simplify their workflow. SanDisk has the right remedy for this type of need.
Techonair.it

The sight of a portable SSD comfortably dipped in water and surviving with its honour and data intact is every photographer's dream.
T3 Dubai

* 1TB=1,000,000,000,000 bytes. 1GB=1,000,000,000 bytes. Actual user storage less.
[1] See www.sandisk.com/wug
[2] Password protection uses 128-bit AES encryption and is supported by Mac OS X v10.6+, Windows Vista®, Windows® 7 and Windows 8.
[3] Based on internal testing; performance may be lower depending on drive capacity, host device, OS and application. 1MB=1,000,000 bytes.

Pros Trust SanDisk®

Our latest marketing campaign uses real-life examples to tell the SanDisk SSD story



Thousands upon thousands of professionals around the world – from high-end photographers to pro-gamers – trust SanDisk to keep them at the top of their game.

So, who better to help communicate the fantastic benefits of SanDisk's SSDs in our new campaign than those who rely upon them every single day?

Presenting the professionals

Such is the reputation of SanDisk SSDs it wasn't hard to find three professionals who put their faith in SanDisk day-in, day-out.

1. UNiVeRsE (aka Saahil Arora) is a Professional Gamer who has achieved significant success as a member of the Evil Geniuses. His SSD of choice is the SanDisk Extreme PRO® SSD

2. Jonathan Mayo-Buttry is a Motion Designer specialising in motion graphics and video content delivery. His SSD of choice is a SanDisk Ultra® II SSD

3. Sam Nicholson is the CEO and Founder of Stargate Studios and has overseen the visual effects on countless TV and film productions including 'The Walking Dead'. His SSD of choice is the SanDisk Extreme PRO SSD





The campaign

We've created print ads, HTML5 web banners and SSD landing pages for each of our real-life, professional examples enabling relevant media placement to reach our target SSD audiences. Each print ad carries a quote from our professional 'ambassador' highlighting why they trust SanDisk SSDs to help them be at their best on a daily basis. The take-out is simple; if the professionals trust SanDisk, so can you and your customers!

Pros Trust SanDisk is an ongoing campaign that communicates our SSD products and solutions to consumers by bringing to life new and unique stories from modern-day professionals.

All assets are available in most local languages and are ready to download now – but keep checking back as we will be adding the latest stories as they go live! To find out more, please speak to your local SanDisk representative.

Boosting awareness of SanDisk® SSDs amongst the gaming community

Are you seeing more and more gamers purchasing SanDisk SSDs? SanDisk's recent sponsorship of a Wargaming.net League event, and current sponsorship of select European ESL gaming leagues is helping to generate huge awareness amongst amateur and professional gamers. With SanDisk SSDs as the brand of choice at both events we're expecting a considerable increase in demand for our SanDisk Ultra® and Extreme PRO® SSD SKUs.

Wargaming to the Extreme

As one of the main sponsors of the Wargaming.net League Event held in Warsaw, Poland, SanDisk provided its latest range of SanDisk Extreme® SSDs to upgrade PCs to championship spec and put the SanDisk brand on the frontline of the two-day event that welcomed over 18,500 visitors*.



* Figure excludes staff and press.

Generating awareness in the gaming community

We've targeted key gaming demographics by rolling out pre-event advertising and, as a result, reached almost 1.6 million enthusiasts in 30 days. As part of our sponsorship, SanDisk branding and video were implemented into the broadcasting of the games, reaching over 17,000 gaming enthusiasts. The Wargaming.net League Grand Finals were covered by hundreds of media outlets, generating even more awareness of SanDisk Extreme products.

The Grand Finals

Over the two days, there was an accumulative total of over 1.5 million hours of gaming action watched across YouTube, Twitch, Hitbox and VK up 26% on the Grand Finals 2015's total. There were also over 2 million unique viewers, with an average view time of 51 minutes, an incredible increase of 33% on last year's total. The rise of e-gaming continues, and SanDisk is at the very forefront of providing a superior gaming experience.





A growing partnership in 2016

SanDisk is a proud sponsor of the ESL national championships this year across Germany, France and the UK. As the official SSD provider, SanDisk is helping even more gamers achieve their potential through high performance and high endurance SSD technology, with over 120 SSDs being used at the events.

Superior performances all round

It was in 2014 when SanDisk first teamed up with ESL, initially at gamescom and then during the Go4Dota2 cup series. Player and team performances were considerably boosted through SanDisk's support of the ESL Pro Series thanks to the SanDisk Extreme PRO SSD's superior gaming experience. This year, over 876 hours of streaming has already been watched in the ESL Meisterschaft Spring Season.

Three successful years

Now in the third year of SanDisk-branded SSDs partnering with ESL, gamers continue to be offered fast responsiveness, shorter load times and pro-level performance. Ulrich Schulze, VP Pro Gaming at ESL, speaks positively of the partnership, claiming "Our work together has enabled professionals around the world to compete at the highest possible level, and that's something we take immense pride in."

Don't miss out on gaming SSD sales

Our SanDisk SSD range provides solutions for amateur and professional gamers alike, offering great attach and upsell opportunities to drive ASP and basket spend. Empower your shoppers to take their gaming to the next level with the latest range of SanDisk Extreme SSDs.



Increase your online sales by 320%*

That's right. Our range of digital and mobile assets are driving significant growth for our online partners. Including an amazing 320% increase for a Turkish e-tailer! They're perfect for desktop, mobile and tablets – take a look at what's available...

Static banners

Available for a wide range of SanDisk® products, just place these on your site to drive traffic to SanDisk product pages. They're particularly good at prompting attached and impulse sales.

HTML5 banners

These animated banners not only attract attention but also provide more info on more complex products. They're available for specific SanDisk products and are great at increasing basket spend.

Infographics

A fun, informative and easy-to-digest way to get across product information and key benefits to help close the sale.

PowerPages

Looking to improve product page conversions? Our PowerPages are made up of rich SanDisk-branded content your shoppers can trust. Designed to enhance relevancy and accuracy, we can syndicate the most up-to-date data directly into your product pages. Alternatively, you can pick and choose what content to download, as our PowerPages are modular making them easy to integrate into your existing e-commerce platform.

*SanDisk EMEA retailer

Microsites

Our ready-made mobile-responsive microsites, which you can host or easily plug directly into your e-commerce platform, provide a richer user experience. Bringing our products' features and benefits to life, they are tailored to help your customers make a well-informed purchase.

eCRM templates

Our punchy email templates are a great way to keep shoppers up-to-speed on the latest SanDisk products and prompt attachment sales opportunities for previous purchases (e.g. SanDisk mobile storage solutions for iPhone or Android owners).

One-stop shop for all your marketing needs

Our Marketing Studio is your one-stop shop for all your marketing needs. Download product information, images, toolkits and PowerPages and you can begin driving upsell of the latest flash memory products. **Register today to take advantage: https://studio.sandisk.com**

For more information please contact your local SanDisk representative.



Optimising Return-on-Space with SanDisk® in-store merchandising

Our suite of in-store marketing tools have been developed, researched and refined over the years to drive sales of our latest flash memory products. We've integrated the latest shopper marketing techniques to make it easier for shoppers to identify the right product for them, with clear upsell nudges to drive sales of higher value, high capacity and high performance SKUs. We've also created attach sale solutions to prompt host device purchasers to add a memory product to their basket. All these assets provide significant opportunities to improve ASPs, increase basket spend and make your space work harder. To order any of these assets contact your local SanDisk representative.





Tent Cards

Tent Cards are a perfect way to create maximum shopper awareness using minimal retail space. They can be positioned at multiple points in the store to signpost compatible products and prompt upsell and bundle opportunities.

Attach Prompts

Wobblers can be attached to many host devices including smartphones, tablets, action cams, drones and high performance cameras to prompt bundle opportunities with compatible SanDisk memory solutions.





Category Leadership – Our Headers

Our headers clearly segment the categories to help shoppers select the best product for their needs and host device. Clear upsell prompts help highlight the benefits of increased performance and capacity which, when supported by SanDisk's recommended planograms, drive significant Return-on-Space growth. Headers can be combined with other campaign assets, such as CDUs and Tent Cards, to create maximum impact.



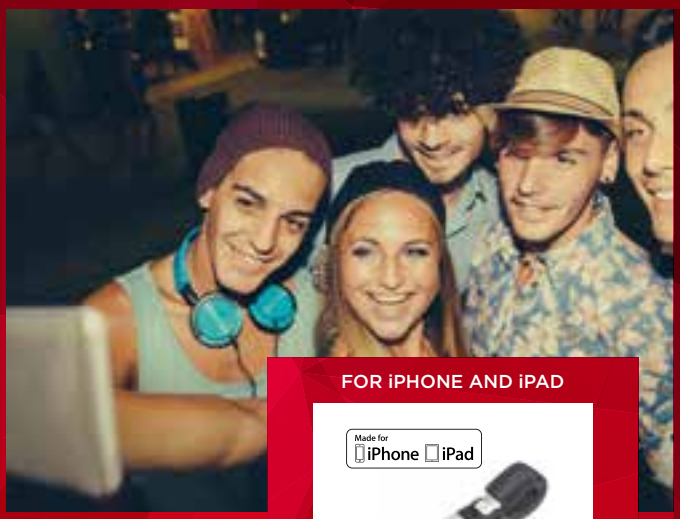
1 or 2 Cell Counter Display Unit (CDU)

Our range of CDUs have the versatility to be positioned at point of sale to prompt impulse purchases or next to compatible host devices for bundling opportunities. They employ striking visuals and clear product benefits to trigger the need to 'add more memory'.

Buyers' Guide Ads

Buyers' guide ads are a fantastic addition to your in-store magazine or sales brochure. They feature impactful visuals and clear storage messages to entice your shoppers to combine SanDisk memory products with their host device.

Mobile Storage Solutions



FOR iPHONE AND iPAD

Made for iPhone iPad



SanDisk iXpand™ Flash Drive
SDIX30N 16-128GB*

FOR ANDROID™ DEVICES

SanDisk Ultra® Dual USB Drive 3.0
Also available in white
SDDD2 16-128GB



SanDisk Ultra® Dual Drive USB Type-C™
SDDDC2 16-128GB



SanDisk Ultra® Mobile Storage Pack
(SanDisk Ultra® Dual USB Drive 3.0 32GB and SanDisk Ultra® microSDHC™ UHS-I card 32GB)
SDDD2 32GB



MOBILE MEMORY CARDS



SanDisk Extreme PRO® microSDXC™ UHS-II Cards
SDSQXPJ 64-128GB



SanDisk Extreme PRO® microSDHC™ and microSDXC™ UHS-I Cards
SDSDQXP 32-64GB



SanDisk Extreme® microSDHC™ and microSDXC™ UHS-I Cards with Adapter
SDSQXNE 32-64GB
SDSQXVF 128GB



SanDisk Ultra® microSDHC™ and microSDXC™ UHS-I Cards with Adapter
SDSDQUAN 8-256GB
SDSQUNC 16-128GB



SanDisk Ultra® microSDHC™ and microSDXC™ UHS-I Cards
SDSQUNB 16-64GB



SanDisk microSDHC™ Cards
SDSDQM 8-32GB



SanDisk microSDHC™ Cards with Adapter
SDSDQM 8-32GB

WIRELESS STORAGE



SanDisk Connect™ Wireless Stick
Also available in White
SDWS4 16-200GB

READERS



SanDisk Extreme PRO® CFast™ 2.0 Reader/Writer
SDDR



SanDisk Extreme PRO® UHS-II SD™ Reader/Writer
SDDR



MobileMate® Duo (SD™ Adapter + USB Reader)
SDDRK



ImageMate® All-in-one USB 3.0 Reader/Writer
SDDR

MP3 PLAYERS



SanDisk Clip Jam™
Also available in Orange, Green, Pink and Black
SDMX26 8GB



SanDisk Clip Sport MP3 Players
Also available in Yellow, Pink, Lime, Red and Blue
SDMX24 4-8GB

SOLID STATE DRIVES – INTERNAL



SanDisk Extreme PRO® Solid State Drive
SDSSDXPS
480-960GB



SanDisk Ultra® II Solid State Drive
SDSSDHII
240-960GB



SanDisk SSD PLUS Solid State Drive
SDSSDA
120-480GB

SOLID STATE DRIVES – PORTABLE



SanDisk Extreme® 500 Portable Solid State Drive
SDSSDEXT
120-480GB



SanDisk Extreme® 510 Portable Solid State Drive
SDSSDEXTW
480GB



SanDisk Extreme® 900 Portable Solid State Drive
SDSSDEX2
480GB-1.92TB

* 1GB=1,000,000,000 bytes. Actual user storage less.

IMAGING MEMORY CARDS

SDHC™ and SDXC™ Memory Cards



SanDisk Extreme PRO® SDHC™ and SDXC™ UHS-II Cards
SDSDXPB 16-64GB*



SanDisk Extreme PRO® SDHC™ and SDXC™ UHS-I Cards
SDSDXPA 16-512GB



SanDisk Extreme® SDHC™ and SDXC™ UHS-I Cards
SDSDXNE 16-64GB
SDSDXNF 128-256GB



SanDisk Ultra® SDHC™ and SDXC™ UHS-I Cards
SDSDUN 8GB
SDSDUNC 16-128GB



SanDisk Ultra® SDHC™ and SDXC™ UHS-I Cards
SDSDUNB 16-64GB



SanDisk SDHC™ and SDXC™ UHS-I Cards
SDSDB 8-64GB

microSDHC™ and micro SDXC™ Memory Cards



SanDisk Extreme® microSDHC™ and microSDXC™ Action Cam Card
SDSQXNE 32-64GB
SDSQXVF 128GB



SanDisk Ultra® microSDHC™ and microSDXC™ Cards with Adapter
SDSDQUIN 8GB
SDSQUNC 16-128GB



SanDisk microSDHC™ Cards with Adapter
SDSDQB 8-32GB



SanDisk® High Endurance Video Monitoring microSDHC™ and microSDXC™ Cards with Adapter
SDSDQQ 32-64GB

CFast™ Memory Cards



SanDisk Extreme PRO® CFast™ 2.0 Card
SDCFSP 64-128GB

CompactFlash® Memory Cards



SanDisk Extreme PRO® CompactFlash® Cards
SDCFXPS 16-256GB



SanDisk Extreme® CompactFlash® Cards
SDCFXS 16-128GB



SanDisk Ultra® CompactFlash® Cards
SDCFHS 8-32GB

USB FLASH DRIVES

Super-fast Speed

SanDisk Extreme PRO® USB 3.0 Flash Drive
SDCZ88 128GB



High Speed

SanDisk Extreme® USB 3.0 Flash Drive
SDCZ80 32-128GB



Advanced Speed

SanDisk Ultra® USB 3.0 Flash Drive
Also available in Red
SDCZ48 16-256GB



SanDisk Ultra Fit™ USB 3.0 Flash Drive
SDCZ43 16-128GB



SanDisk Ultra Flair™ USB 3.0 Flash Drive
SDCZ73 16-128GB



SanDisk Ultra® USB Type-C™ Flash Drive
SDCZ450 16-128GB



Regular USB Flash Drives

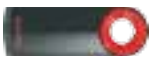
SanDisk Cruzer Force™ USB Flash Drive
SDCZ71 8-64GB



SanDisk Cruzer Glide™ USB Flash Drive
SDCZ60 8-256GB



SanDisk Cruzer® Dial USB Flash Drive
Also available in Pink, Blue and Black[1]
SDCZ57 16-64GB



SanDisk Cruzer Switch™ USB Flash Drive
SDCZ52 16-64GB



SanDisk Cruzer Edge™ USB Flash Drive
Also available in Blue and Red
SDCZ51 16-64GB



SanDisk Cruzer Blade™ USB Flash Drive
Also available in Pink, Green, Blue, Purple and White[1]
SDCZ50C 8-64GB
SDCZ50 8-128GB



SanDisk Cruzer Fit™ USB Flash Drive
SDCZ33 16-64GB



SanDisk Cruzer Facet™ USB Flash Drive
Also available in Red
SDCZ55 16-32GB

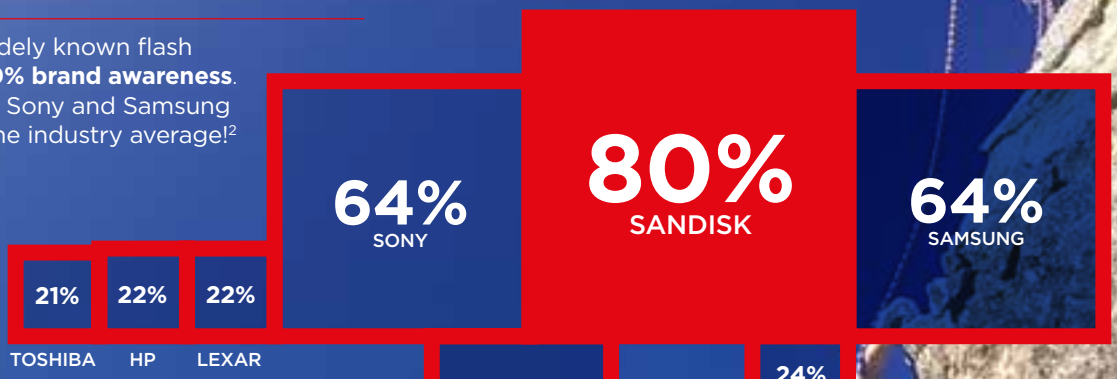
* 1GB=1,000,000,000 bytes. Actual user storage less.
[1] Available in Triple Pack.

SanDisk® is the memory brand most shoppers intend to buy

For SanDisk, being a trusted brand means consistently delivering on performance, quality and reliability to millions of people every day. And as the results of our recent annual global research[1] into memory brand health show, SanDisk continues to go from strength-to-strength... we're still the most widely known, most trusted and most likely to be purchased of all flash memory brands!

Awareness

SanDisk is the most widely known flash memory brand with **80% brand awareness**. That's 25% higher than Sony and Samsung and 86% higher than the industry average![2]



Purchase intent

With **61% purchase intent**, SanDisk is the memory brand that most shoppers intend to purchase. This is over 48% higher than Samsung and a staggering **134% higher** than the industry average!

Purchase intention for SanDisk is **134% higher**



Top 5 purchase factors

Consumers rate trust, quality, innovation, leadership and range as being the top 5 most important factors when choosing which brand's memory products to buy. SanDisk is the brand most likely to be associated with these top 5 purchase factors.

[1] SanDisk Brand Tracker Study Jan 2016.
[2] Industry average of top 8 brands.

Freeing up space

on your iPhone[1] has never been easier



iXpand™
Flash Drive

A USB for your iPhone – add up to 128GB* more memory to your iPhone

Automatically back up your photos & videos[2]

Fast transfer of your favourite photos & videos from your PC to your iPhone

Made for iPhone iPad

Download on the App Store

SanDisk®
a Western Digital brand

* 1GB=1,000,000,000 bytes. Actual user storage less.

[1] iPhone 5, iPhone 5c, iPhone 5s, iPhone 6, iPhone 6 Plus, iPhone 6s, iPhone 6s Plus, iPad Air™, iPad mini™, iPad mini 4, iPad Pro, iPad with Retina display, iPod® 5th Generation and newer; iXpand Drive app and iOS 8.2 required.

[2] Available for download from the App Store. iOS 8.2 required. Setup automatic backup within app settings.

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Instantly add up to 200GB* of wireless storage

The USB reinvented for your smartphone, tablet and computer



SanDisk Connect™ Wireless Stick

Wirelessly stream, share and enjoy all your movies, pictures and music on the go[1]. For Android™, iPhone and iPad.

No Cables **No Internet Required**

Mobile Storage Solutions

SanDisk®
a Western Digital brand

* 1GB=1,000,000,000 bytes. Actual user storage less.

[1] Some DRM-protected content cannot be streamed. Check with the content provider for playback restrictions. HD (1280x720) video support may vary based on host device, file attributes and other factors. App available for download on the App Store, Google Play™ store and Amazon Appstore for Android™.

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