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ATP Releases 300X ProMax II CompactFlash Cards Series Ultra High Read/Write Transfer Speed Rating for Next Generation DSLR Cameras

Sunnyvale, CA (August 24, 2007) – ATP®, a leading manufacturer of flash memory solutions, announces the availability of its 300X ProMax® II CompactFlash series, one of the world's fastest CompactFlash cards equipped with the ability to support UDMA (Ultra Direct Memory Access) mode. By taking advantage of the UDMA interface, the ProMax II CompactFlash has a 300X (up to 45MB/sec) transfer speed rating and is designed specifically to maximize the performance of current and next generation DSLR cameras by optimizing write transfer speeds for high resolution continuous shooting. Professional photographers will be able to take advantage of the top-notch performance and quality offered by the cards when shooting under harsh environment.

“Our ProMax II CompactFlash Cards deliver uncompromising performance for next generation DSLR cameras with UDMA feature. At the same time, we also wanted to give everyday users a convenient, cost effective way to take advantage of the new interface,” said Michael Plaksin, ATP Vice President of Sales. “For this reason, we developed our USB2.0 UDMA card reader that allows for a performance increase on an interface that is widely used and adopted today.”



2GB / 4GB / 8GB

The ATP 300X ProMax II CompactFlash cards are fully backwards compatible and will maximize performance for all standard interface CompactFlash devices and cameras. The ProMax USB2.0 reader is designed to take maximum advantage of the ProMax II UDMA high speed transfer mode while on a USB interface and is rated up to 220X. The card reader is also fully compatible with Secure Digital High Capacity (SDHC) memory cards, a memory standard that supports capacities of 4GB and higher in the SD™ form factor.

The ATP 300X ProMax II CompactFlash is available in 2GB, 4GB, and 8GB capacities. For more details, please visit the ATP website at www.atpinc.com or email flash@atpinc.com.

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About ATP

Founded in 1991, ATP is a leading manufacturer of high performance and durable flash memory solutions as well as DRAM memory module products. With strictly regulated ISO 9001 certified facilities and advanced technologies in memory packaging, testing and qualification, ATP offers a broad range of the highest quality DRAM memory products for mission critical applications such as server blade, workstation, network communication, and embedded systems. ATP flash media products offer protection from water/moisture, dust, static discharge, and extreme temperatures. For more information on ATP memory products, visit <http://www.atpinc.com> or email sales@atpinc.com.

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Your Ultimate Memory Solution