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New SanDisk 32GB
Extreme III
CompactFlash Card
SanDisk

[SanDisk Intros Ultra-Fast, 32GB Extreme III CompactFlash Card](#)

Designed especially for professional digital videographers and photographers

Flash memory is becoming the favorite storage media for a lot of devices nowadays, including here professional video cameras (while digital photo cameras have used it since they first appeared on the market). For this reason, SanDisk, one of the world's largest manufacturers of flash-based storage solutions, has just introduced a new model in its Extreme III CompactFlash series, which offers no less than 32 GB of storage space and very impressive read/write speeds, of up to 30 MB/s.

"High-definition camcorders require high-capacity memory cards, and our 32GB SanDisk Extreme III CompactFlash cards offer video professionals longer record times and improved data transfer rates," said Susan Park, director of consumer product marketing for SanDisk's performance cards. "Our award-winning SanDisk Extreme III CompactFlash cards carry a tradition of excellence, and the recent series-wide speed increase to 30MB/s advances their legacy as professional-grade storage devices."

Indeed, as Mrs. Park points out, the 32GB SanDisk Extreme III CF card provides increased capacity for longer-duration filming, and its 30MB/s (200x) read and write speeds enable users to record and transfer content quickly and reliably. This could come in handy especially for people who shoot videos in HD format, whether we're talking about professionals or enthusiast amateurs.

Another important customer segments targeted by the new 32GB SanDisk Extreme III CF card is that of professional photographers, and that's because they often shoot strictly in RAW format. As some of you might know, the RAW images demand up to ten times more space than regular JPG images, but at the same time offer photographers a wider choice of processing options.

The 32GB SanDisk Extreme III CF card is slated to arrive in stores across the US at some point in October, with the rest of the world to follow. As for the price, it's not exactly very cheap, selling for a suggested \$299.99 (but hopefully, SanDisk will cut the prices down a bit over the on-coming Christmas shopping season).

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