

Delkin Memory Card Training 2019



Photo Credit: Delkin ImageMaker Joe Edelman

DELKIN DEVICES

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DELKIN DEVICES®

Company Motto



Superior Memory Trusted by Career Photographers

Recognized as one of the world's longest-running memory suppliers, Delkin continues to provide customers with the most reliable and trustworthy products for today and tomorrow's cameras. While many memory cards are mass built, Delkin utilizes carefully chosen and controlled components to increase longevity, reliability and overall satisfaction.

SUPERIOR MEMORY TRUSTED BY CAREER PHOTOGRAPHERS

DELKIN DEVICES®

About Us

- Private Company started in 1986 with offices in Poway, CA and Birmingham, UK
- Comprehensive design, test and manufacturing abilities to IPC-A-610
- Wide range of storage products for Consumer and Industrial Markets
- Custom packaging, labeling, laser etching and pad printing on site
- Onsite long-term compatibility testing
- EDI Capable
- US & UK Customer Support
- World's Best Warranty on Superior Lines



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What Makes Us Different

- We have been around for a long time...32 YEARS & we get better with age!
- We build ALL Types of Cards!
- We service ALL Types of Photographers – from Amateurs to Professionals
- US & UK Customer Support
 - We answer the phone.
 - We show up in person.
- World's Best Warranty

In addition to our “Lifetime Warranty” policy, Delkin BLACK memory cards and those with the “48HR logo” come with a superior 48-hour replacement guarantee. We will happily replace any non-working card within 48 hours or less (not including weekends), prior to receiving a non-working card. Customers can also replace their card over the counter at any authorized Delkin reseller.



Supporting All Memory Types



**SD • microSD • CF • XQD
2.5" SSD • USB 3.0 SSD
CFast • CFexpress™**

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Delkin Memory Letters & Numbers Explained

The Basics	
SD	Secure Digital, refers to SD 1GB and SD 2GB cards
microSD	uSD -Micro Secure Digital - smaller than SD, typically have a SD adapter
SDHC or microSDHC	Secure Digital High Capacity - SD 4GB-32GB
SDXC or microSDXC	Secure Digital Extended Capacity - SD 64GB - 2TB
CF	CompactFlash
CFast	Memory Card Type - Using SATA Interface
XQD	Memory Card Type - Using PCIe specification
CFexpress/CFX	New Specification - Using PCIe specification, same physical size as XQD
Capacity	How much data a card will hold - images, video or audio - primarily listed in GB, moving towards TB (terabytes)
X Rating (All Cards)	Transfer Speed Rating. For example, a (150KB is = to 1X) 100X memory card gives 150KB x 100 = 15,000KB/s = 14.65MB/s
Read Speed	How quickly the data transfers or reads to a computer, TV, etc
Write Speed	How quickly the data writes to the memory card
Warranty	Lifetime Warranty on ALL Cards
World's Best Warranty	Superior Memory Lines receive an additional 48HR No Questions Asked Replacement Guarantee
Additional Info	
Write Protect Tab/Lock Tab	Tab on the side of the SD card, to protect your data from being written over (similar to VHS tapes)
Speed Class Rating	Speed measurement for SD/microSD cards. Minimum sustained write speeds specification.
SD UHS-I, Speed Class 1	Ultra High Speed (version 1) - minimum sustained write speed of 10MB/s
SD UHS-I, Speed Class 3	Ultra High Speed (version 1) Speed Class 3 - minimum sustained write speed of 30MB/s
SD UHS-II, Speed Class 3	Ultra High Speed (version 2, 2 Rows of Pins/Contacts) Speed Class 3- minimum sustained write speed of 30MB/s
Video Speed Class	Commonly referred to as V-Rating. Extension to the regular Speed Class Ratings. Listed as V6, V10, V30, V60 & V90
V30	Video Speed Class 30 - minimum sustained write speed of 30MB/s
V60	Video Speed Class 60 - minimum sustained write speed of 60MB/s
V90	Video Speed Class 90 - minimum sustained write speed of 90MB/s
CF UDMA	Ultra Direct Memory Access - Current is UDMA 7, Maximum write speed of 167MB/s
VPG-20/VPG-65/VPG-130	Video Performance Guarantee - term used for CF & CFast cards - up to 130MB/s, but faster spec 400MB/s is introduced
Lifespan of the card	Program Erase (P/E) cycles - how many times you can write to, erase and rewrite to a memory card

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Deep Formatting Note

Deep Formatting

This is growing more and more important as memory cards grow in capacity. Deep formatting is necessary on most high-capacity, very high-use cards. A deep format is much different than a quick format that most of us are used to (1 second, in the camera). A deep format can take anywhere from 5-15 minutes to complete and must be done on a computer. This clears all of the garbage collected and allows for optimum use of the memory card.

More details:

https://300yeardisc.com/marketing/Delkin_CFast_Consumer_Notice_1.10.17.pdf

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Delkin Memory FAQs

- You're only as fast as your slowest device – meaning you don't always have to buy the fastest card. Fast cards greatly help with download speeds, but are often faster than the write speed of your camera!
(Note: Computers and memory card readers will affect your transfer speeds as well)
- Memory cards are a great way to store data
- Don't remove a memory card while it is being written to or while data is being transferred off of it.
- SD cards are fragile – store your cards properly (or choose Delkin **BLACK**)
- Don't let power be interrupted while shooting, as it can cause a card error.
- Capacity does not affect the quality of your image. The only reason we look at capacity is for the true value of data we can write to the memory card.

Memory Segmentation

SELECT



ADVANTAGE



PRIME



POWER



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SELECT



SELECT (RED)

- More Value Every Day
- Rated 533X / 660X / 500X
- UHS-I [SD & microSD]
- Supports Full HD 1080p Video Recording + JPEG & RAW Still Photography
- Focused on Amateur Photographers

SD Select

DDSDR163-8GB	V10	80/20
DDSDR16316GB	V10	100/30
DDSDR16332GB	V10	100/30
DDSDR26664GB	V30	100/50

microSD Select

DDMSDR50016G	V10	100/30
DDMSDR50032G	V10	100/30
DDMSDR50064G	V30	100/50
DDMSDR500128	V30	100/75
DDMSDR500256	V30	100/80
DDMSDR500512	V10	80/20

CF Select • UDMA 6

DDCFR500-8GB	8GB	75/40
DDCFR50016GB	16GB	75/40

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ADVANTAGE



ADVANTAGE (WHITE)

- Excellence Guaranteed
- Rated 660X, UHS-I (V30)
- Designed to Excel in DSLRs and Advanced Camcorders that Require Faster Speeds, Specifically 4K Recording Modes
- Ideal for Most Photographers & Videographers

SD Advantage

DDSDW63332GB	V30	95/80
DDSDW63364GB	V30	95/80
DDSDW633128G	V30	95/80
DDSDW633256G	V30	95/80
DDSDW633512G	V30	95/80

microSD Advantage

DDMSDW66032G	V30	100/75
DDMSDW66064G	V30	100/75
DDMSDW6600128	V30	100/75

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PRIME



PRIME (BLUE)

- Preferred by Professionals
- Rated 2000X / 2000X / 1050X
- UHS-II [SD & microSD]
- World's Best Warranty
- Fast Download Speeds & Competitive Write Speeds to Maximize User Workflow

SD Prime

DDSD190064G	V60	300/100
DDSD1900128	V60	300/100
DDSD1900256	V60	300/100

microSD Prime

DDMSDB190064	V60	300/100
DDMSDB19001H	V60	300/100

CF Prime • UDMA 7

DDCFB105032G	32GB	160/120
DDCFB105064G	64GB	160/120
DDCFB1050128	128GB	160/120
DDCFB1050256	256GB	160/120

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POWER



POWER (GREEN)

- Simply the Best
- Rated 2000X
- UHS-II
- World's Best Warranty
- The Fastest Read & Write Speeds We Offer (Future-Proof with the Best Available)

SD Power

DDSDG200032G	V90	300/250
DDSDG200064G	V90	300/250
DDSDG2000128	V90	300/250

microSD Power

DDMSG200032	V90	300/250
DDMSG200064	V90	300/250

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Choose the Right Memory Card

	SELECT	ADVANTAGE	PRIME	POWER
Video Speed Class Rating*	V10 / V30	V30	V60	V90
Max Write	50MB/s*	80MB/s	100MB/s	250MB/s
JPEG + RAW	●	●	●	●
RAW Burst		●	●	●
1080p Video	●	●	●	●
1080p High Frame Rate		●	●	●
4K Video/High Frame Rate		●	●	●
8K Video/High Frame Rate			●	●
Lifetime Warranty	●	●	●	●
48HR Replacement Guarantee			●	●

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Segmentation Recap Questions

1. Name the 4 Memory Card Segments
2. Which Segment best suits Professionals?
3. What is a V Rating?
4. What is the World's Best Warranty?

1. *SELECT, ADVANTAGE, PRIME, POWER*
2. *PRIME or POWER*
3. *Video Speed Class Rating for SD & microSD cards*
4. *48HR Replacement Guarantee*

Superior Choices: Additional Memory Card Selections



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Premium RUGGED



- 3 Times Stronger & Virtually Unbreakable
SD: Able to Withstand up to 45 lbs. of Force
CF: Able to Withstand up to 80 lbs. of Force
- Waterproof & Dustproof [SD & microSD]
- Rated for Extreme Temperatures
- World's Best Warranty

Available Capacities:

- SD UHS-I (V30):
32GB - 256GB (90MB/s Read, 90MB/s Write)
- SD UHS-II (V60):
64GB & 128GB (300MB/s Read, 100MB/s Write)
- SD UHS-II (V90):
32GB & 64GB (300MB/s Read, 250MB/s Write)
- microSD UHS-I (V30):
32GB & 64GB (90MB/s Read, 90MB/s Write)
- CF UDMA 7:
64GB & 128GB (160MB/s Read, 120MB/s Write)

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XQD

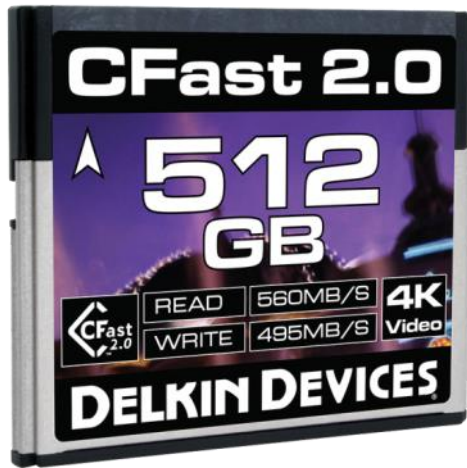


- 440MB/s Read
- 400MB/s Write
- High Speed 2933X and XQD Version 2.0
- Serialized Like Your Camera
- World's Best Warranty, 48HR Replacement Guarantee
- *64GB Shipping in March

Part Number	Capacity	Description	UPC
DDXQD-64GB	64GB	64GB XQD Memory Card 440R/400W	814373022411
DDXQD-120GB	120GB	120GB XQD Memory Card 440R/400W	814373022428
DDXQD-240GB	240GB	240GB XQD Memory Card 440R/400W	814373022435

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CFast 2.0



- 560MB/s Read
- 495MB/s Write
- High Speed CFast 2.0
- World's Best Warranty
- VPG130 Available

Part Number	Capacity	Description	UPC
DCFSTV128	128GB	128GB Cinema CFast 2.0 560/495MB/s Memory Card	814373022602
DDCFST560256	256GB	256GB Cinema CFast 2.0 560/495MB/s Memory Card	814373020585
DDCFST560512	512GB	512GB Cinema CFast 2.0 560/495MB/s Memory Card	814373020592

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CFexpress™



- Transfer Speed up to 1500MB/s
- High Speed CFexpress™ 2.0
- Same Physical Size as XQD
- World's Best Warranty
- Firmware Update Scheduled by Nikon, Panasonic & PhaseOne
- Coming Soon!

Part Number		Description	UPC
DDCFX1-64GB	64GB	64GB CFexpress™ Memory Card 750R/230W	814373022527
DDCFX1-128GB	128GB	128GB CFexpress™ Memory Card 1450R/450W	814373022534
DDCFX1-256GB	256GB	256GB CFexpress™ Memory Card 1550R/900W	814373022541
DDCFX1-512GB	512GB	512GB CFexpress™ Memory Card 1600R/1000W	814373022558

Specialty Memory Card Recap Questions

1. Name 2 things that make BLACK different:
2. What is the VPG rating on our latest CFast 2.0 memory card?
3. Which memory card is coming soon and the same physical size as XQD?

- 1. Ruggedness & 48HR Warranty*
- 2. VPG130*
- 3. CFexpress*

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Top Cards for Today's Top-Selling Cameras



- Olympus E-M10 Mark III
- Sony Alpha A6500



- Panasonic GH5S
- Fujifilm X-T3



- GoPro HERO7
- DJI Mavic 2 Pro



- Nikon Z6 & Z7
- Nikon D850



- Canon 1D X Mark II

The Delkin Difference

World's Best Warranty (48HR Replacement Guarantee)

Available on PRIME, POWER, *BLACK*, CFast, XQD & CFexpress™

WE DO IT ALL!

All Current Memory Card Types are Available

US & UK Customer Support

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Memory Capacity

How many pictures will fit on my memory card?*

Camera Size	File Size	8GB	16GB	32GB	64GB	128GB	256GB	512GB
10MP	3.0 MB	2,666	5,332	10,664	21,328	42,656	85,312	170,624
18MP	5.4 MB	1,481	2,962	5,924	11,848	23,696	47,392	94,784
20MP	6.0 MB	1,333	2,666	5,332	10,664	21,328	42,656	85,312
24MP	7.2 MB	1,111	2,222	4,444	8,888	17,776	35,552	71,104
36MP	10.8 MB	740	1,480	2,960	5,920	11,840	23,680	47,360

How many minutes of video will fit on my memory card?*

Video Type	File Size	16GB	32GB	64GB	128GB
4K Video	3840x2160, 500Mbps	4	8	16	32
HD Video	1920x1080, 60Mbps	35	70	140	280

**Actual numbers may vary depending upon host device and content recorded. Photos calculate larger JPEG support.*

Questions?

Contact Us Today!

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