

Sony Claims "Premium Sound" SD Card

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Sony claims regular micro SD cards are not good enough for the most demanding of audiophile customers as it launches the SR-64HXA, a micro SDXC card boasting to offer "Premium Sound."



What makes the SR-64HXA audiophile-grade? As Sony puts it, the card "reduces electrical noise generated when [digital music] is read" through "thorough management of parts and materials."

However such (supposed) quality comes a price-- specifically 18500 yen, or around \$160.

Will customers even go for such a card? Not even Sony knows, as it admits to the Wall Street Journal "we aren't that sure about the product's potential demand, but we thought some among people who are committed to great sound quality would want it." Indeed.

The SR-64HXA is available in Sony's home Japan from March 2015.

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