

Product Name & Category	
Product Name	SanDisk® High Endurance microSD™ card
Product Category	microSD™ cards

Product Title & Description	
[32 characters]	SanDisk® High Endurance microSD™ card, 32GB* SanDisk® High Endurance microSD™ card, 64GB* SanDisk® High Endurance microSD™ card, 128GB* SanDisk® High Endurance microSD™ card, 256GB*
[100 characters]	SanDisk® High Endurance microSD™ card, 32GB*, for dash cams and security cameras SanDisk® High Endurance microSD™ card, 64GB*, for dash cams and security cameras SanDisk® High Endurance microSD™ card, 128GB*, for dash cams and security cameras SanDisk® High Endurance microSD™ card, 256GB*, for dash cams and security cameras

Product Headlines & Web Banner	
Primary	Worry-free continuous recording
Alternate	Worry-free recording, day after day
Web Banner [Maximum 6 words]	Worry-free recording, day after day

Product Overview & Copy	
At-a-Glance Feature Bullets [6 max]	<ul style="list-style-type: none"> • Ideal for dash cams and home monitoring systems • Designed for high endurance so you can record for up to 20,000 hours¹ with no worries • Built for and tested in harsh conditions; temperature-proof, waterproof, shockproof and x-ray-proof² • Save more videos with capacities up to 256GB* • Record in Full HD and 4K³ with Class 10, U3 and V30 video speed ratings⁴ • Quickly transfer or back up videos to computer with read speeds up to 100MB/s⁵
Short Copy [25 words]	The SanDisk® High Endurance microSD™ card gives you the peace of mind that your dash cam, home monitoring or security system will capture crucial footage when it happens.
Medium Copy [50 words]	Designed to last, the SanDisk® High Endurance microSD™ card gives you the peace of mind that your dash cam, home monitoring or security system will capture crucial footage when it happens, recording and re-recording worry-free. With capacities of up to 256GB*, you can record and save more Full HD or 4K videos ³ . It's built tough too—ready to record in extreme heat or freezing cold, and it's shockproof, waterproof and x-ray proof. ²
Long Copy [100 words]	Designed to record for up to 20,000 hours ¹ , the SanDisk® High Endurance microSD™ card gives you the peace of mind that your dash cam, home monitoring or security system will capture crucial footage when it happens, recording and re-recording worry-free. It's built tough too—ready to record

	in extreme heat or freezing cold, and it's shockproof, waterproof and x-ray proof. ² It's also rated Class 10, U3 and V30 ⁴ so it has the speed you need to record in Full HD or 4K. ³ Capacities of up to 256GB* let you record and save more video, and read speeds of up to 100MB/s ⁵ let you transfer that footage fast.
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Mock Ad / Pull-up Banner Copy

Product Name	SanDisk® High Endurance microSD™ card
Category	microSD™ card
Headline	Worry-free recording when you need it
Bullets	<ul style="list-style-type: none"> • Ideal for dash cams and home monitoring systems • Designed for high endurance and durability so you can record for up to 20,000 hours¹ with no worries • Record and save more Full HD or 4K videos³ with capacities up to 256GB*

Ad Circular, Bullets

Option 1	<ul style="list-style-type: none"> • Ideal for dash cam and home security cameras • Record worry-free for up to 20,000 hours¹
Option 2	<ul style="list-style-type: none"> • Ideal for dash cam and home-security cameras • Built to record and re-record for thousands of hours¹

E-Blast Copy

Subject Line	The ideal card for dash cam and home-security cameras
Snippet Line/Email Preview	Record and re-record for thousands of hours ¹
Headline	Worry-free recording when you need it
Product Call-out	SanDisk® High Endurance microSD™ card
Product Description [Ideally: 225 characters including spaces Max: 550 characters]	The SanDisk® High Endurance microSD™ card gives you the peace of mind that your dash cam, home monitoring or security system will capture crucial footage when it happens.
CTA 1	{Learn More}
Product Feature Modules	<p>Perfect for Your Dash Cam or Home Monitoring System</p> <p>Built to last¹, this microSD card can reliably capture video day after day so you can rest assured that you've got your eye on what matters most.</p>

<p>[Module headlines: 33 characters incl. spaces]</p> <p>Body copy: 80 characters incl. spaces]</p>	<p>High Endurance Lets You Record and Re-record</p> <p>Writing and rewriting can take its toll on a memory card, but this card is built to stand up to the task. The 256GB* capacity card is engineered to handle up to 20,000 hours of worry-free recording.¹</p>
	<p>Record and Save More</p> <p>With capacities of up to 256GB*, you can record and save more footage between rewrites.</p>

Email/Web Copy (A+, Power Pages, Corp Site)	
Product Name	SanDisk® High Endurance microSD™ card
<p>Above the Fold Bullets</p> <p>[no more than 6]</p>	<ul style="list-style-type: none"> • Ideal for dash cams and home monitoring systems • Designed for high endurance so you can record for up to 20,000 hours¹ with no worries • Built for and tested in harsh conditions; temperature-proof, waterproof, shockproof and x-ray-proof² • Save more videos with capacities up to 256GB* • Record and save more Full HD or 4K videos³ with capacities up to 256GB* • Quickly transfer or back up videos to computer with read speeds up to 100MB/s⁵
<p>At a Glance Bullets</p> <p>[5, shorter than ATF bullets & meant to work together)</p>	<ul style="list-style-type: none"> • Ideal for dash cams and home monitoring systems • Record for thousands of hours¹ with no worries • Capacities up to 256GB* to save more videos • Record in Full HD or 4K for more detail³ • Save time with quick transfer speeds of up to 100MB/s⁵
<p>Description</p> <p>[Same as med copy]</p>	<p>SanDisk® High Endurance microSD™ card</p> <p>Designed to last, the SanDisk® High Endurance microSD™ card gives you the peace of mind that your dash cam, home monitoring or security system will capture crucial footage when it happens, recording and re-recording worry-free. With capacities of up to 256GB*, you can record and save more Full HD or 4K videos.³ It's built tough too—ready to record in extreme heat or freezing cold, and it's shockproof, waterproof and x-ray proof.²</p>
<p>Feature Modules</p> <p>[ideally 6]</p>	<p>Perfect for Your Dash Cam or Home Monitoring System</p> <p>Built to last¹, this microSD card can reliably capture video day after day so you can rest assured that you've got your eye on what matters most.</p>
	<p>High Endurance Lets You Record and Re-record</p> <p>Writing and rewriting can take its toll on a memory card, but this card is built to stand up to the task. The 256GB* capacity card is engineered to handle up to 20,000 hours of worry-free recording.¹</p>
	<p>Record and Save More</p> <p>With capacities of up to 256GB*, you can record and save more footage between rewrites.</p>

	Handles Harsh Conditions Because sometimes you need to capture footage in less than ideal conditions, the SanDisk® High Endurance microSD™ card is temperature-proof, waterproof, shockproof and x-ray-proof. ²
	Record in Full HD or 4K Rated Class 10 and video speed U3 and V30 ⁴ , the SanDisk® High Endurance microSD™ card has the speed to record in Full HD or 4K. ³
	Save Time with Fast Backups The SanDisk® High Endurance microSD™ card has read speeds of up to 100MB/s ⁵ , so transferring or backing up footage is a snap.

Compatibility	
PC & Mac Computers	Compatible with microSDHC, microSDXC, microSDHC UHS-I, and microSDXC UHS-I supporting host devices.

Contents	

Legal Copy	
Disclosures/ Footnotes	<p>* 1GB = 1,000,000,000 bytes. Actual user storage less.</p> <p>1 Actual hours of video saved less. Up to 20,000 hours for 256GB; 10,000 hours for 128GB; 5,000 hours for 64GB; and 2,500 hours for 32GB. Full HD video only; total hours less for 4K UHD video.</p> <p>2 Card only. See product packaging and www.sandisk.com/proof for more information and limitations.</p> <p>3 Compatible device required. Full HD (1920x1080) and/or 4K UHD (3840x2160) video support may vary based on host device, file attributes, usage conditions and other factors. See www.sandisk.com/HD</p> <p>4 UHS Speed Class 3 (U3) and UHS Speed Class 1 (U1) designate performance options designed to support real-time video recording with UHS-enabled host devices. Video Speed Class 30 (V30), sustained video capture rate of 30MB/s, designates a performance option designed to support real-time video recording with UHS-enabled host devices. See www.sdcard.org/consumers/speed.</p> <p>5 Up to 100MB/s read speed, up to 40MB/s write speed. Based on internal testing; performance may be lower depending on host device, usage conditions and other factors. 1MB=1,000,000 bytes.</p>

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