



Wise

Memory Matters, Choose Wisely

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Since 1992, we have locally designed, produced, and serviced storage solutions for people who value precious memories. By leveraging partnerships with the best of the best, we stand among our industry's giants.

We carefully select, so should you.

Wise

Photo © Joel Marklund





“We photographers compete for the best pictures. I like to say that there’s as much competition off the field as on the field, especially at big events. Most times you only have one chance to nail your shot, which demands total concentration and focus for the moment.”

- Joel Marklund, Sport Photographer

Equipment

Memory Cards

- Wise 640GB CFexpress Type B PRO
- Wise CFexpress (Card Reader)

Cameras

- Nikon Z 9

Camera Setup

- 8K (8256 x 5504) RAW

Joel Marklund, born 1985, has been working as a photographer since 2005. He is currently based in Manhattan, New York and Stockholm, Sweden as U.S. Correspondent and Chief Photographer of Sweden’s nr 1 sports photo agency Bildbyrå. He has worked in more than 45 different countries and covered numerous international sports events around the world, among them the FIFA World Cup and eight Olympic Games. He started his career at the local newspaper NSD before moving on to Aftonbladet, Scandinavia’s biggest media outlet, in 2007. The same year he joined Bildbyrå as a staff photographer and in 2013 became the Chief Photographer of the agency.

He is an award winning photographer, frequently honored in Picture of the Year International, NPPA Best of Photojournalism and the Swedish Picture of the Year Awards. Since 2016 he’s a Nikon Europe Ambassador.

Since 2016 he has been part of the official photography team covering the prestigious Wimbledon tennis tournament for The All England Lawn Tennis & Croquet Club. He worked as an official photographer for the International Olympic Committee at the 2018 Pyeongchang Paralympic Games, 2018 Buenos Aires Youth Olympic Games, 2020 Lausanne Youth Olympic Games, 2020 Tokyo Paralympic Games and 2022 Beijing Paralympic Games.

Joel Marklund’s photographic work has been published all over the world in different media outlets. On the commercial side his clients include Adidas, Nike, the Swedish Football Federation, Nikon, Panasonic, Nocco, the UFC among others.



Photo © Joel Marklund



“Time is money, and when we are using Wise Advanced cards we are able to transfer at incredible speeds that we have never seen before.”

- Larry Chen, Automotive Photographer

Equipment

Memory Cards

- Wise CFexpress Type B PRO
- Wise CFexpress / SD (Card Reader)

Cameras

- Canon EOS R3

Camera Setup

- 6K RAW

Larry Chen is a Canon Explorer of Light and world-renowned car culture & commercial automotive photographer from Los Angeles.

His work has graced the covers of magazines like Hot Rod, 000 and SuperStreet to name a few, and he is most known for his work with the Hoonigans.

When Larry is not covering editorial he also shoots for major brands like Toyota, Ford and Nissan. He is also the official series photographer for the Formula Drift series and the Pikes Peak International Hill Climb. You can also find his automotive Vlog at Hoonigan where he has his own web series called AutoFocus.

When not shooting any projects, he can be found teaching the art of photography through his workshops as a Canon USA ambassador. In these workshops, Larry gives one-on-one advice and tips using some of the latest equipment Canon has to offer. It's one of the ways he gives back to the community.

Larry continues to travel the world to document car culture as he has an innate ability to connect with his audience, be it in his writing, his photography or his videos and that comes from his passion for anything automotive.



Photo © Larry Chen

● CFexpress Type A Memory Cards

Engineered for Sony Alpha and FX lines, both the standard CFX-A and CFX-A PRO series unlock the full potential of the cameras, supporting all video codecs including the slow-and-quick modes in finest HD / 4K in XAVC S-I format which requires up to 890 and 1200 Mbps respectively.



CFexpress Type A Memory Card

- Capacity: **512GB**
- Speeds of up to 820 MB/s read, 730 MB/s write and 200 MB/s minimum sustained write
- Supports all video codecs including S&Q mode HD and 4K in XAVC S-I



CFexpress Type A PRO Memory Card

- Capacity: **160GB**
- Speeds of up to 820 MB/s read, 730 MB/s write and 650 MB/s minimum sustained write
- Supports all video codecs including S&Q mode HD and 4K in XAVC S-I
- High endurance for heavy usage



Photo © Uroš Podlogar

● CFexpress Type B Memory Cards

CFX-B and CFX-B PRO series CFexpress media enable rich dynamic range of 8K RAW* continuous shooting and video recording for future premium DSLR, mirrorless and video cameras like a walk in the park. With the design of PCIe Gen 3 x2 interface, the cards provide blazing speeds, over 3 times faster than the best CFast 2.0 and XQD form factor.



CFexpress Type B Memory Card

- Capacity: 128GB | 256GB | 512GB | 1TB | 2TB
- Speeds of up to 1700 MB/s read, 1550 MB/s write and 1300 MB/s minimum sustained write*
- Supports 8K RAW and 4K 120P video with 512GB or larger capacities



CFexpress Type B PRO Memory Card

- Capacity: 160GB | 320GB | 640GB
- Speeds of up to 1700 MB/s read, 1550 MB/s write and 1400 MB/s minimum sustained write*
- Supports 12K RAW video
- High endurance for heavy usage

*128GB speeds of up to 1050 MB/s write and 140 MB/s minimum sustained write. 256GB speeds of up to 230 MB/s minimum sustained write. 512GB speeds of up to 850 MB/s minimum sustained write. 160GB and 320GB speeds of up to 1300 minimum sustained write.



Photo © Larry Chen

● CFast 2.0 Memory Cards

Wise CFast 2.0 memory cards are designed for the modern professional broadcaster, videographer and photographer. The card provides write speeds of up to 450 MB/s and data transfer rates of up to 525 MB/s with video performance guarantee (VPG130) support. This means you can capture 4K RAW and high-res bursts of continuous shooting with ease.



- Capacity: **256GB | 512GB**
- Speeds of up to 525 MB/s and 450 MB/s write and 130 MB/s minimum sustained write
- Supports 4K RAW video
- VPG-130 for stable high-res video recording

● SDXC UHS-II Memory Cards

Small yet mighty, the Wise SDXC UHS-II V60 and V90 editions are seamlessly compatible with professional camcorders, mirrorless and cinema cameras. As long as it has an SD slot, it works.



SDXC UHS-II V60 Memory Card

- Capacity: **128GB**
- Speeds of up to 290 MB/s read, 100 MB/s write and 60 MB/s minimum sustained write
- V60 Video Speed Class to support general stills and 4K video



SDXC UHS-II V90 Memory Cards

- Capacity: **128GB | 256GB | 512GB**
- Speeds of up to 290 MB/s read, 260 MB/s write and 90 MB/s minimum sustained write
- V90 Video Speed Class to support the most speed-demanding cameras

● Portable SSDs

Unlike general solid state drives for personal computers (PC), Wise Portable SSDs are especially designed for the challenging demands of the video industry. It is developed to be not only fast, but also steady and compatible with a wide range of 4K to 6K professional cameras.



- Capacity: **1TB | 2TB**
- Speeds of up to 550 MB/s read and 520 MB/s write
- Supports 6K Blackmagic RAW 5:1 up to 50P
- Includes a hot shoe mount, a strap and a USB 3.2 Gen 2 Type-C cable
- 29 g lightweight portable design



Photo © Chris Rudz

● Card Readers

Wise card readers offer ultra-versatile solutions for the world's leading recording media. It combines USB-C industry standard with the latest USB 3.2 Gen 2 x2 interface, delivering speeds of up to 20 Gbps. With its write protect system and sleek aluminum casing, your valuable footage is protected in style.



CFexpress Type B Card Reader

- Supports CFexpress Type B memory cards
- Speeds of up to 10 Gbps data transfer rate
- Write protect switch for data safety
- Aluminum design to prevent thermal throttling



CFast 2.0 Card Reader

- Supports CFast 2.0 memory cards
- Speeds of up to 10 Gbps data transfer rate
- Write protect switch for data safety
- Aluminum design to prevent thermal throttling



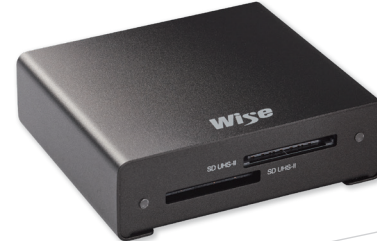
CFexpress Type A / SD UHS-II Card Reader

- Supports CFexpress Type A and SD UHS-II / UHS-I memory cards
- Speeds of up to 20 Gbps data transfer rate
- Dual slot for simultaneous file offload
- Write protect switch for data safety
- Aluminum design to prevent thermal throttling



CFexpress Type B / SD UHS-II Card Reader

- Supports CFexpress Type B and SD UHS-II / UHS-I memory cards
- Speeds of up to 20 Gbps data transfer rate
- Dual slot for simultaneous file offload
- Write protect switch for data safety
- Aluminum design to prevent thermal throttling



Dual SD UHS-II Card Reader

- Supports SD UHS-II / UHS-I memory cards
- Speeds of up to 10 Gbps data transfer rate
- Dual slot for simultaneous file offload
- Aluminum design to prevent thermal throttling



Photo © Larry Chen

1 Image or other data recovery is not 100% guaranteed.

2 Internal testing results will vary based on file size, resolution, compression, bit rate, host device, pre-loaded files and other factors.

3 Some of the listed storage capacity is used for formatting and other purposes and not available for data storage. 1GB = 1,000,000,000 bytes. x = 150 KB/s. Actual user storage is less.

4 Video Performance Guarantee 130 enabled to ensure video recording at 130 MB/s minimum sustained writing speed. 1MB = 1,000,000 bytes.

5 Any damage caused by customers through neglect or incorrect operation may result in the warranty being void.

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