



Wise

Memory Matters, Choose Wisely

Memory Matters, Choose Wisely

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 © Florent Piovesan



“Do what you like the way you want it because things change too quickly. And don’t rush. It takes time to discover what you like to shoot and what stories you like to tell.”

- Florent Piovesan, Filmmaker

Equipment

Memory Cards

- Wise 320GB CFexpress Type B PRO
- Wise 640GB CFexpress Type B PRO
 - Wise CFexpress (Card Reader)

Cameras

- Blackmagic Cinema Camera 6K

Camera Setup

- 6K (Open Gate) Blackmagic RAW 12:1 23.98 fps
 - 6K (Open Gate) Blackmagic RAW 12:1 36 fps

Florent Piovesan is a French / Australian filmmaker currently based in the French Alps. He specializes in documentary, travel, outdoor, and short commercial work. His projects have taken him around the world from Antarctica to New Zealand.

Florent has been a freelance filmmaker for 7 years, and he created his production company and online presence Of Two Lands in 2014. He loves to document interesting characters and places over the years, working with agencies or directly for brands and businesses.

His works have been featured in National Geographic Traveler, Outside Magazine, and Red Bull AU. His documentaries have earned him a Vimeo Staff Pick and a selection in the Sydney Film Festival. “I consider myself first and foremost a filmmaker, who happens to have an online presence,” said Florent. “I am very active on social media, and under the name Of Two Lands I share my work with an audience of more than 90,000 followers between Instagram and YouTube. “When I am not shooting. I share what I have learnt on my YouTube channel Of Two Lands where I have more than 45,000 subscribers.

It is a place where I share my experience as a freelance filmmaker as well as gear-related content and BTS footage from my documentary and travel work. This allows me to also work with brands, especially camera and lens manufacturers. It also allows me to raise funding for my own documentary and passion projects.”



Photo © Florent Piovesan



“The Wise media also really positively surprised me. It works superfast, keeps up when the shooting tempo is fast and allows me to totally focus on the project also because I know they are dust proof which is of great importance when shooting on such terrains.”

- Uroš Podlogar, Adventure Photographer

Equipment

Memory Cards

- Wise SDXC UHS-II
- Wise Dual SD UHS-II (Card Reader)

Cameras

- Sony a1
- Sony a7S III
- Sony FX6

Camera Setup

- N/A

Uroš Podlogar started his photography and videography career paths only a few years ago, but they turned out to be a lot more than just work; it's become his passion and his way of life. He focuses mainly on outdoor, adventure, sports and lifestyle contents — the more extreme the location, the better.

He is drawn to extreme locations and situations where the natural world offers endless breathtaking surprises and opportunities and where he is rewarded with capturing the pristine and natural side of people. Uroš is a Sony Europe Imaging Ambassador, and also has close partnership with Peli, Toyota, DJI, Red Paddle Co etc.

“May it be sun or rain, you will always find me out and about doing what I love to do — searching for the perfect light, angle and a slight rush of adrenaline.”



Photo © Uroš Podlogar

● CFexpress 4.0 Type A Memory Card

Engineered for Sony Alpha and FX lines, CFX4-A series unlocks 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 4.0 Type A Mk-II Memory Card

- Capacity: **256GB | 512GB | 1TB**
- Speeds of up to 1865 MB/s read, 1750 MB/s write and 400 MB/s minimum sustained write
- VPG400 for high-quality 4K and 8K videos with stable recording



Photo © Wesley Overklift

● CFexpress 4.0 Type B Memory Card

CFX4-B and CFX4-B PRO series CFexpress media enable rich dynamic range of 8K RAW continuous shooting for high-end DSLR, mirrorless and video cameras like a walk in the park. Operated in PCIe Gen 4 x2 interface, the cards provide blazing speeds more than 6 times faster than the best XQD memory media.



CFexpress 4.0 Type B Memory Card

- Capacity: 512GB | 1TB | 2TB | 4TB
- Speeds of up to 3500 MB/s read, 3000 MB/s write and 2400 MB/s minimum sustained write*
- Supports 8K RAW photo and video



CFexpress 4.0 Type B PRO Memory Card

- Capacity: 660GB | 1.3TB
- Speeds of up to 3700 MB/s read, 3600 MB/s write and 3400 MB/s minimum sustained write
- Supports 12K RAW photo and video
- High endurance for heavy usage

*512GB speeds of up to 2600 MB/s write and 800 MB/s minimum sustained write. 1TB speeds of up to 2600 MB/s write and 1500 MB/s minimum sustained write.

Photo © Joel Marklund

● 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



Photo © Peter Brichta

● 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 © Larry Chen

● Card Readers

Wise Advanced offers the industry-leading card readers to match high-performance recording media. With the USB4 interface, data transfer speed of up to 40 Gb/s is no longer a fairy tale.



CFexpress 4.0 Type A Card Reader

- Supports CFexpress Type A memory cards
- Speeds of up to 40 Gbps data transfer rate
- Aluminum design to prevent thermal throttling



CFexpress 4.0 Type B Card Reader

- Supports CFexpress Type B memory cards
- Speeds of up to 40 Gbps data transfer rate
- Aluminum design to prevent thermal throttling



CFexpress Type A / SD UHS-II Card Reader

- Supports CFexpress Type A / 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



CFexpress Type B / SD UHS-II Card Reader

- Supports CFexpress Type B / 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 © Florent Piovesan

- 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 400 enabled to ensure video recording at 400 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.

Copyright © 2024 Wise Advanced Co., Ltd. All rights reserved. Wise Advanced is an authorized licensee of the CFexpress and CFast 2.0 trademarks, which may be registered in various jurisdictions. Information, products, and/or specifications are subject to change without notice. The Wise logo is a trademark of Wise Advanced Co., Ltd. The VPG-200/VPG-400 is a Certification Mark of CompactFlash Association, used under license. CFexpress is trademarks of the CompactFlash Association. SDXC is a trademark of the SD Association. All other trademarks are property of their respective owners.

Copyright © 2024 Wise Advanced Co., Ltd. All rights reserved. Wise Advanced is an authorized licensee of the CFexpress trademark, which may be registered in various jurisdictions. Information, products, and/or specifications are subject to change without notice.

Wise

Wise Advanced Co., Ltd.
7F, No. 115, Sec. 2, Keelung Rd.
Taipei 110610, Taiwan

www.wise-advanced.com.tw



#ShottonWise | #WiseAdvanced
Become part of the Wise community

Photo © Florent Plovesan