According to Sony the SF-G UHS-II SD card is the fastest yet, with read/write speeds reaching 300MB/s and 299MB/s respectively, making it perfect for photographers and videographers.

"The quick write speed supports maximum performance of digital imaging devices, contributing to longer continuous shooting of high-resolution images with UHS-II supporting cameras," the company says. "It also contributes to a shorter buffer clearing time so users never miss a critical moment."

Sony adds the card is X-ray-proof, waterproof, temperature resistant and shock-proof, and in case of file mishandling the company offers File Rescue data recovery software as a free download.

The SF-G UHS-II is available in 32, 64 and 128GB capacities from Q2 2017.

Go Sony SF-G UHS-II