
NAB SHOW REPORT

Novachips Takes Aim at Global Camera Industry at NAB SHOW 2024

The South-Korean flash storage manufacturer shows years-horned competence in flash memory technology at NAB Show



“Reliability and Authenticity at Our Heart”

Novachips made its first debut at NAB Show with a number of new camera memory card formats.

“Despite we have predominately built our reputation in the B2B world, we have launched In-house memory cards in hopes to provide high-quality products at reasonable prices to end-users.” SJ, an official representative of Novachips said.



Novachips’ memory cards have already been certified by major camera brands.

Blackmagic Design and RED Digital Cinema, some among the camera giants, have given the green light to cards with a Novachips logo.

In general, officially certified memory cards by camera brands indicate reliable performance.

In the video camera world, sustained speed indicates how well the camera can sustain the recording format without dropping in frame rate.

“We do not focus on max speed, it means nothing if the memory card cannot sustain the bitrate of a camera.”

Novachips also unveiled new products coming to life in a few weeks.

“The Novachips portable solid-state drive and the CFexpress / SD combo reader both come iPhone Compatible, those who need to shoot off iPhone or to check footage quickly, can use their iPhone instead of PC.”

Novachips also are open to building customised storage for companies.

“Though we have expanded our footprint to the consumer sector, we also support camera brands opt for a custom module.”

Professional reviews over Novachips products are available on YouTube and other media outlets.



NAB SHOW PHOTOS

