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## NEW PRODUCT LAUNCH

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# REVEALED: Novachips New Products at RED Showcase

Novachips displayed new products with  
RED Digital Cinema Korea Branch  
DVInside.





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# “iPhone ProRes 60p for 100 mins and beyond”

Novachips held a co-exhibition of new products with RED's Korea Branch during 21-24 May.

Alongside RED's new cameras, the flash memory brand showed some of the new products that will be added to their camera memory line:

*Novachips USB-C Portable SSD Express*  
*Novachips Combo Memory Card Reader*

“Both products come with a iPhone MagSafe feature, they both perch nicely... unlock extra-hidden features of the iPhone such as ProRes Recording.” An official Novachips spokesman said.

“The best feature about this little monster[SSD], for instance, it consumes 4 times less power compared to what's out on the market”

Less power consumption means longer and sustained recording performance.

The Novachips SSD consumes 1.3 watt for 1GB write, in contrast to 6.0 watt of other brands' for 1 GB write.





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Currently Blackmagic Design, Fuji and Panasonic are some of the brands that support USB-C recording.

“The portable SSD can be used for many applications. For those who are looking into recording in high resolutions on their phones, professional cameras, and so forth.”

The official launch date for the products is scheduled for July.

