



Intelligent Storage Solutions

Cinema | Broadcast | Video

Wise



Wise Advanced, a premier manufacturer for storage products, has been offering state-of-the-art memory solutions for more than 25 years. From R&D to post-sales service, we work directly with the primary sources to guarantee our quality.

Our mission is to provide the best storage choice for today's photographers and filmmakers. The attention we pay to producing our products allows our customers to focus solely on creating content from their imagination.

Your valuable content supported by our products—is a wise choice.

Memory Matters, choose wisely





© Director Alexandros Karpas

CFast™ 2.0 Memory Card

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. In addition, the world's first 512GB large capacity card offers non-stop recording for your masterpiece.

- Speeds of up to 525 MB/s read and 450 MB/s write
- VPG-130 support for cinematic 4K video
- Available in 128GB, 256GB and 512GB capacities
- Operating temperature: 32°F to 158°F (0°C to 70°C)



- Speeds of up to 510 MB/s read and 320 MB/s write
- Available in 128GB and 256GB capacities
- Operating temperature: 32°F to 158°F (0°C to 70°C)





“The cards were reliable, with enough storage, making us feel safe about shooting in RAW format, essentially giving us the opportunity to take more shots, not caring about the size of the files. At the end of the day, Wise’s cards made our work better and easier.”

Alexandros Karpas, Director



CompactFlash® Memory Card

The Wise 1000x CompactFlash® Memory Card allows mid-range to high-end DSLR and HD camcorder users to easily capture stunning photos and videos. The UDMA interface delivers a fast read speed of up to 150 MB/s.

- Speeds of up to 150 MB/s read and 120 MB/s write
- UDMA 7 support high-quality images in 4K, 3D and Full HD
- Available in 32GB and 64GB capacities
- Operating temperature: 32°F to 158°F (0°C to 70°C)



Fully compatible with Canon

The Wise CF cards are special designed for Canon camera lineup including the latest EOS 1D-X Mark II and 5D Mark VI.



© Cloakroom Media

SDXC™ Memory Card

Thanks to today's innovative technology, travelers can now seize every unforgettable moment in cinematic 4K to 8K. The outstanding read and write speed guarantees stability when you shoot. All you have to do is create your amazing work.

- Speeds of up to 285 MB/s read and 250 MB/s write
- V90 class for breathtaking 8K shooting
- Available in 64GB and 128GB capacities
- Operating temperature: -13°F to 185°F (-25°C to 85°C)



- Speeds of up to 95 MB/s read and 90 MB/s write
- Available in 64GB and 128GB capacities
- Operating temperature: -13°F to 185°F (-25°C to 85°C)





ExpressCard®

The Wise ExpressCard® is the ONLY card that gives you the convenience to transfer data without card readers. It supports Sony XDCAM and EX camcorder lineup and is fully compatible with with FAT, exFAT and UDF* file formats.

- Speeds of up to 400 MB/s data transfer rate
- Direct data transfer via USB 3.0 cable
- Supports FAT, exFAT and UDF modes
- Available in 64GB and 128GB capacities
- Operating temperature: 32°F to 158°F (0°C to 70°C)



- Speeds of up to 200 MB/s data transfer rate
- Direct data transfer via USB 3.0 cable
- Available in 32GB and 64GB capacities
- Operating temperature: 32°F to 158°F (0°C to 70°C)



Say 'goodbye' to card reader

Thanks to the unique technology, videographers are able to offload their data directly via USB 3.0 cable without purchasing expensive card readers.

*Only S5+ model support UDF format.



Solid State Drive

Unlike general solid state drives for personal computers (PC), Wise Portable & CINEMA 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 professional cameras and external monitors.

- Speeds of up to 550 MB/s read and 520 MB/s write
- Optimizing for 4K RAW recording up to 60 frame per second
- Available in 256GB, 512GB and 1TB capacities
- USB 3.1 Gen2, Type-C port
- Operating temperature: 32°F to 158°F(0°C to 70°C)



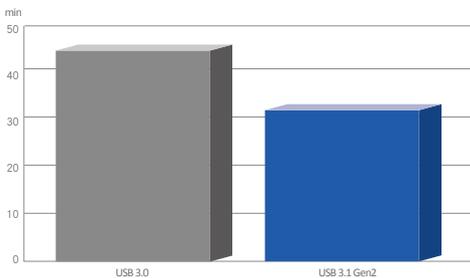
- Speeds of up to 550 MB/s read and 520 MB/s write
- Optimizing for 4K RAW recording up to 60 frame per second
- Available in 240GB, 480GB and 960GB capacities
- Operating temperature: 32°F to 158°F(0°C to 70°C)





Card Reader

Wise card readers offer ultra-versatile solutions for the world's leading recording media. It combines USB-C industry standard with USB 3.1 Gen2 interface, delivering speeds of up to 10 Gbps for twice the bandwidth of a USB 3.0 interface. With its unique write protect system and sleek aluminum casing, your valuable footage is protected in style.



Saving your time

With a blazing-fast 10 Gbps read speed, you are able to transfer RAW images, high-res photos, HD, 3D, and 4K video with ease.

Tested Media: 2*fully recorded Wise 512GB CFast™ 2.0 / Host Device: MacBook Pro

- Form Factor: CFast™ 2.0
- Interface: USB 3.1 Gen2
- Speeds of up to 10 Gbps data transfer rate
- USB Type-C port
- Built-in write protect switch
- Aluminum design



- Form Factor: SxS
- Interface: USB 3.0
- Speeds of up to 5 Gbps data transfer rate
- USB Type-C port
- Aluminum design



- Form Factor: CFast™ 2.0
- Interface: USB 3.0
- Speeds of up to 5 Gbps data transfer rate
- Simultaneous data transfer
- USB Micro-B port
- Built-in write protect switch
- Aluminum design



- Form Factor: CFast™ 2.0 / SDHC™ / SDXC™
- Interface: USB 3.1 Gen2
- Speeds of up to 10 Gbps data transfer rate
- Simultaneous data transfer
- USB Type-C port
- Built-in write protect switch
- Aluminum design



Compatibility Guide

Video Cameras

Manufacturer	Series	Media Format	Wise Recommends
Blackmagic Design	Pocket Cinema Camera 4K	CFast 2.0 / SD UHS-II / SSD	Wise CFast 2.0 Wise SDXC UHS-II Wise Portable SSD
Blackmagic Design	URSA Broadcast, URSA Mini Pro	CFast 2.0 / SD UHS-II	Wise CFast 2.0 Wise SDXC UHS-II
Blackmagic Design	URSA, URSA Mini 4K, URSA Mini 4.6K	CFast 2.0	Wise CFast 2.0
Blackmagic Design	Micro Cinema Camera	SD	Wise SDXC UHS-I
Blackmagic Design	Pocket Cinema Camera	SD	Wise SDXC UHS-II
Canon	EOS C200, EOS C300 MKII, EOS C700, XC10, XC15	CFast 2.0 / SD	Wise CFast 2.0 Wise SDXC UHS-I
Canon	EOS C300, EOS C300 PL	CompactFlash	Wise CompactFlash
Canon	EOS C100, EOS C100 MKII	SD	Wise SDXC UHS-I
Canon	XF400, XF405	SD	Wise SDXC UHS-I
Canon	XF200, XF205	CompactFlash / SD	Wise CompactFlash Wise SDXC UHS-I
Canon	XF100, XF105, XF300, XF305	CompactFlash	Wise CompactFlash
JVC	GY-HM660SC, GY-HM200HW, GY-HM620U, GY-HM660U, GY-HM200SP, GY-HM200U, GY-HM170U, GY-LS300CHU	SD	Wise SDXC UHS-I

Video Cameras

Manufacturer	Series	Media Format	Wise Recommends
Panasonic	AU-EVA1	SD UHS-II (V60 required for all frame rate)	Wise SDXC UHS-II
Panasonic	AG-UX180, AG-UX90, AU-AC30, AG-DVX200, AK-UC3000	SD	Wise SDXC UHS-I
Sony	PXWX320, PXWX320CE, PXWX500	SxS / SD	Wise ExpressCard Wise SDXC UHS-I
Sony	PXWX160, PXWX180, PXWX200, PMW300K1, PXWX400, PXWX400KF, PXWX400KC, PXW-Z450	SxS	Wise ExpressCard
Sony	PXWX70, PXWZ90V, PXWZ150, PXWFS5, PXWFS5K	SD	Wise SDXC UHS-I
Sony	HXRNX80, HXRNX5R, HXRNX100, HXRMC2500	SD	Wise SDXC UHS-I

Compatibility Guide

Digital SLR Cameras

Manufacturer	Series	Media Format	Wise Recommends
Canon	EOS 1DX MKII	CFast 2.0 / CompactFlash	Wise CFast 2.0 Wise CompactFlash
Canon	EOS 5D MK III, EOS 5D MK IV, EOS 5DS, EOS 5DS R, EOS 7D MK II	CompactFlash / SD	Wise CompactFlash Wise SDXC UHS-I
Canon	EOS 6D MK II, EOS 6D, EOS 80D, EOS 77D, EOS 800D, EOS 200D, EOS 1300D	SD	Wise SDXC UHS-I
Fujifilm	X-T2	SD UHS-I / II	Wise SDXC UHS-II
Hasselblad	H6D-400c MS, H6D-100c, H6D-50c	CFast 2.0 / SD	Wise CFast 2.0 Wise SDXC UHS-I
Hasselblad	X1D-50c	SD UHS-I	Wise SDXC UHS-I
Leica	S (Typ 007), S (Typ 006)	CompactFlash / SD	Wise CompactFlash Wise SDXC UHS-I
Leica	SL (Typ 601), M10, M (Typ 262), M (Typ 240), M Monochrom, M-D, MP	SD	Wise SDXC UHS-I
Nikon	D850	XQD / SD	Wise SDXC UHS-II
Nikon	D810A, D810	CompactFlash / SD	Wise CompactFlash Wise SDXC UHS-I
Nikon	Df, D3300, D3400, D5300, D5500, D5600, D7100, D7200, D7500, D500, D610, D750	SD	Wise SDXC UHS-I

Digital SLR Cameras

Manufacturer	Series	Media Format	Wise Recommend
Panasonic	LUMIX DC-GH5, DC-GH5S DMC-G8	SD UHS-I / II	Wise SDXC UHS-II
Panasonic	LUMIX DMC-GH4, DMC-GX8, DMC-GX7MKII, DMC-FZ1000GA, DMC-FZ2500GA	SD UHS-I	Wise SDXC UHS-I
Sony	a7R III, a7 III	SD UHS-II	Wise SDXC UHS-II
Sony	a9, a9 II	SD UHS-I / II	Wise SDXC UHS-I
Sony	a99V, a7, a7S, a7R, a7 II, a7S II, a7R II	SD UHS-I	Wise SDXC UHS-I

External Recorders

Manufacturer	Series	Media Format	Wise Recommends
Atomos	Ninja Star	CFast	Wise CFast 2.0
Atomos	Shogun Inferno, Ninja Inferno, Shogun studio, Shogun, Ninja Flame, Ninja Blade, Samurai Blade	SSD	Wise CINEMA SSD
Blackmagic Design	Video Assist 4K	SD UHS-II	Wise SDXC UHS-II
Blackmagic Design	Video Assist	SD UHS-I	Wise SDXC UHS-I
Blackmagic Design	HyperDeck Studio Mini	SD UHS-II	Wise SDXC UHS-II
Blackmagic Design	Blackmagic Duplicator 4K	SD	Wise SDHC UHS-I (U1)

*Based on host device manufacturer's published data and Wise Advanced internal testing. Results will vary based on file size, resolution, compression, bit rate, host device, pre-loaded files and other factors.

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 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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