

Press Release

ProGrade Digital brings memory card expertise to WRC

- ProGrade Digital announced as new Official Supplier to WRC
- US company specialises in production of high-performance memory cards
- Digital memory solutions to enhance WRC TV programme quality

Munich, 14 February 2018 – WRC Promoter has finalised a multi-year agreement with new digital memory solutions company ProGrade Digital to become an official supplier to the FIA World Rally Championship.

ProGrade Digital will play a crucial role in WRC TV's expanded 2018 broadcast output, providing high-quality memory cards and readers to further improve the complex production process at all 13 rounds.

Its technology will help capture, edit and deliver footage for more than 300 hours of live and highlights programmes during the season.

It will also supply WRC Promoter's exciting new WRC All Live service which, for the first time in the sport's history, will provide coverage of every special stage from each round as a continuous live stream on the WRC+ platform.

ProGrade Digital's memory cards capture spectacular in-car footage and telemetry in cockpit temperatures that can approach a blistering 50°C in the heat of summer in Sardinia.

They are also used by WRC TV's camera crews to capture sparkling special stage action footage in HD from the ground and air in temperatures that can plunge to -25°C in a harsh Swedish winter.

Card readers provide invaluable support to the production team in WRC TV's on-site base by reducing transfer times for more efficient editing.

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ProGrade Digital, based in California in USA, was founded earlier this year by executives with more than 60 years combined experience in the design, development and manufacture of digital imaging solutions.

It focuses specifically on providing professional grade memory cards for high-end digital equipment and ProGrade Digital founder and CEO Wes Brewer said: "ProGrade Digital is proud to support WRC in the 2018 season and beyond with state-of-the-art, removable storage and workflow solutions.

"The rugged conditions our cards are subjected to during rallies requires that they perform well in the sub-freezing conditions of Rally Sweden to the near melting points of Rally Italia Sardegna.

"Along with extreme vibration and shock, it makes the WRC a perfect proving ground for the quality and reliability that ProGrade Digital is building into our products. We look forward to a long and fruitful relationship between ProGrade Digital and WRC."

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About WRC Promoter GmbH

WRC Promoter GmbH is responsible for all commercial aspects of the FIA World Rally Championship, including TV production and the marketing of global media and sponsorship rights. The Promoter also has responsibility to increase the field of participants and to propose the venues that form the FIA WRC calendar.

The World Rally Championship is the FIA's premium rally series. WRC showcases authentic motorsport, high performance cars and the world's best drivers competing in dramatic surroundings ranging from the ice and snow of Scandinavia to the stifling heat of Sardinia. Established in its current format in 1973, WRC participants battle for the drivers' and manufacturers' world titles at 13 rallies spanning 15 countries and five continents. Additional championship information can be found at www.wrc.com and www.wrcplus.com.

Next rally: Rally Sweden, 15 - 18 February 2018



About ProGrade Digital

While the company is new, the founders of ProGrade Digital are former executives from Lexar and SanDisk, where they held executive or senior management positions in corporate, engineering, operations and marketing. With more than 60 years of combined experience in the design and development of memory cards, its founders have a proven track-record in the memory card business as well as long-term industry relationships with suppliers and manufacturers of memory cards and accessories. For more information, visit www.progradedigital.com