

NOVACHIPS — Canada Buyer Pitch

Professional storage media · Buyer-facing master · v1.1

Show the product. Show the market. Show the evidence. Let the buyer decide.

Retail prices and availability are reference snapshots verified 4 Sep 2026 and may change. Canadian Novachips dealer pricing is not published in this document.

Novachips Professional Storage Media — Buyer View

CAPACITY
CFexpress Type A
400GB / 800GB / 1.6TB
VPG 400

PERFORMANCE
CFexpress Type B
500GB to 4TB
VPG 800 on key SKUs

COMPATIBILITY
SDXC UHS-II
V60 / V90
128GB to 1TB

WORKFLOW
Card Readers
Type A / Type B / Combo
Record → Offload → Edit

1. Product Lineup

Buyer need	Product family	Current commercial anchor	Verification
CAPACITY	CFexpress Type A 4.0	EXPRESS 800GB · 1.6TB capacity flagship	CFA VPG 400 + B&H / Adorama listings
PERFORMANCE	CFexpress Type B 4.0	EXPRESS 2TB · 3,000 MB/s sustained write	CFA VPG 800 + Adorama listing
COMPATIBILITY	SDXC UHS-II	EXTREME V90 512GB + V60 range	Retail listings + format / speed-class standards
WORKFLOW	Card Readers	Type A · Type B · Type B+SD Combo	Retail listings; single-slot interface spec pending written confirmation

2. Which customer buys which product?

Customer / camera workflow	Primary media	Why it fits	Attach
Sony professional / Type A user	Type A 400GB / 800GB / 1.6TB	Compact format; capacity ladder; VPG 400	Type A reader
Cinema / RAW / high-bitrate user	Type B 2TB / 4TB; Extreme 600GB	High sustained write; VPG 800 on key SKUs	Type B reader + SD backup
Broad professional camera base	SDXC V60 / V90	The widest installed format in the assortment	Second card + Combo reader
Nightly offload / edit workflow	Reader matched to card format	Completes the card-to-edit path	Second card / bundle

3. Three Reasons to List

CAPACITY

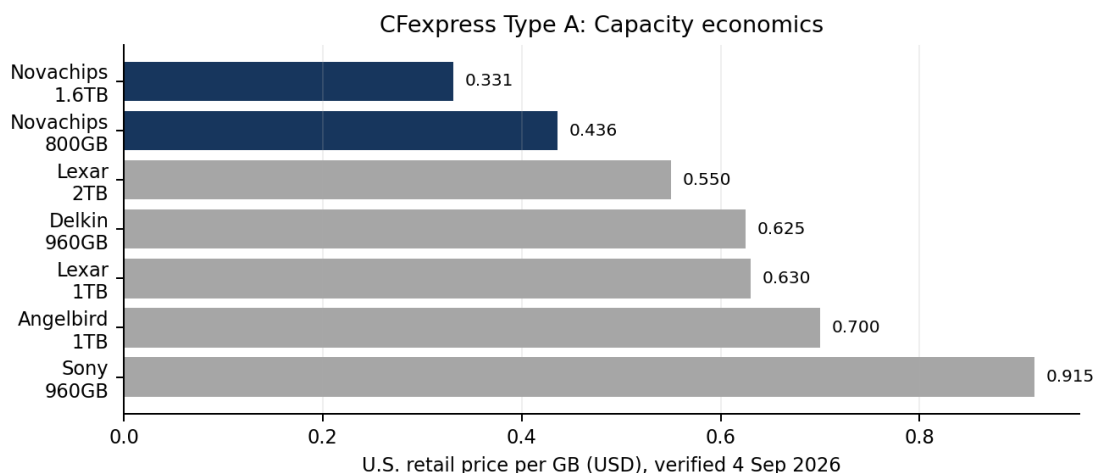
Type A gives the clearest Canadian assortment story: 800GB is commercially relevant today, while 1.6TB demonstrates the depth of the line. The value proposition is not “largest on earth”; it is a credible capacity / price position inside a constrained format.

PERFORMANCE

Type B is where third-party evidence becomes decisive. EXPRESS 2TB and 4TB are listed at 3,000 MB/s sustained write and CFA VPG 800. Competing products with stronger VPG grades and longer warranties are shown rather than hidden.

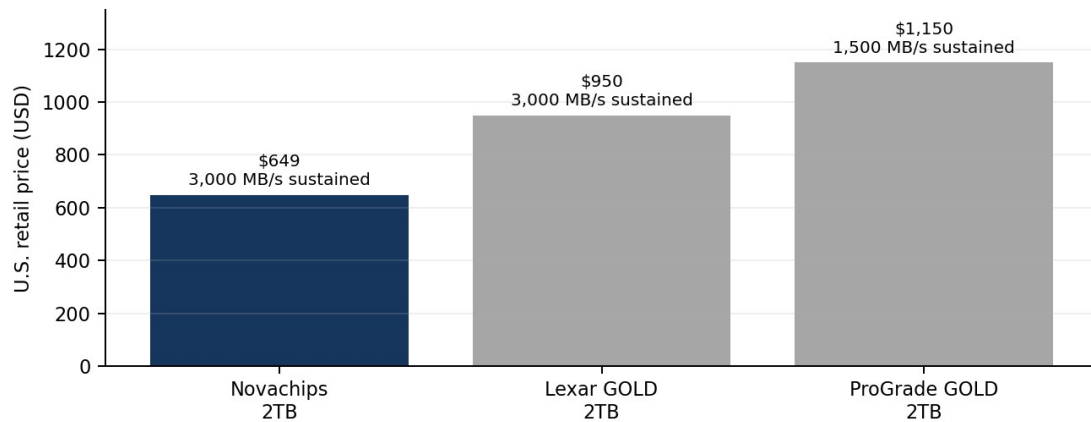
COMPATIBILITY

SDXC is a mature category where speed is tightly bunched. The commercial reason is range completion: V60 and V90 across common capacities, attached to the same customer who is already buying CFexpress or a second-slot card.



U.S. retail snapshot; price/GB is a simple market reference, not a dealer-margin claim.

CFexpress Type B 2TB: like-for-like market benchmark



Like-for-like 2TB comparison using published sustained-write figures and U.S. retail prices.

4. Product Pitch Summary

Family	Hero / anchor	Key proof	Commercial reading
Type A — CAPACITY	EXPRESS 800GB · USD 349	1,200 MB/s sustained write; VPG 400; B&H in stock	Strong working-SKU story; 1.6TB remains the capacity flagship.
Type B — PERFORMANCE	EXPRESS 2TB · USD 649	3,000 MB/s sustained write; VPG 800; Adorama in stock	Best pitch is verified sustained performance at a lower current U.S. price than the like-for-like 2TB comparators reviewed.
SDXC — COMPATIBILITY	EXTREME V90 512GB · USD 499	V90; 280/250 MB/s manufacturer-stated; three-year retail warranty	Not always the lowest U.S. price. Sell the range, compatibility and Canadian assortment logic.
Reader — WORKFLOW	Type A / Type B / Combo · USD 99 each	Reader options cover the three media paths	Workflow support, not a hero claim. Single-slot interface / speed requires written manufacturer confirmation.

5. Market Timing — a second-source case, not a Sony-exit story

Date	Verified event	Commercial reading
27 Mar 2026	Sony temporarily suspended orders on a large part of its CFexpress and SD range, citing memory / semiconductor supply constraints.	A real supply disruption occurred.
14 May 2026	Sony resumed major CFexpress Type A / B and SD lines.	Do not frame Sony as having exited the category.
1 Sep 2026	Sony announced resumption for additional SF-E SD lines.	The durable pitch is second-source qualification and supply diversification.

The ecosystem remains. The buyer opportunity is to qualify Novachips as a credible additional source whose product, price and certification can be checked independently.

[Sony official 14 May resumption notice](#)

[Sony official 1 September update](#)

6. Proof Points — what a buyer can verify without trusting the brand

Proof point	Status	Safe buyer-facing wording
CFA VPG	VERIFIED	The Type A range appears at VPG 400; key Type B SKUs appear at VPG 800 on the CFA public list.
RED media compatibility	PARTIAL	Express CFexpress 2.0 Type B 2TB appears on RED V-RAPTOR and KOMODO-X compatible-media lists. Do not extend this to the 4.0 line.
B&H / Adorama / District Camera	VERIFIED	Available through U.S. photo-specialist retail channels. This proves channel presence, not sales volume.
Independent reviews	VERIFIED	Alpha Shooters published in-camera Type A testing; Fstoppers reported months of Type B / reader use and also noted the brand's low profile.
Engineering history / ODM-OEM	MANUFACTURER	Useful company context, not a substitute for product-level certification.
Blackmagic / Nikon approval	UNCONFIRMED	Do not publish until Novachips provides SKU-level proof or a public-list entry.

7. What we do not hide

- Some competitors hold higher VPG grades or longer warranties. Those facts remain visible in the comparison set.
- SDXC V90 512GB is not the lowest-priced U.S. option in the current scan.
- Only the prior-generation Novachips Express CFexpress 2.0 Type B 2TB is currently supported by the RED public media lists reviewed.
- Novachips company documents conflict on several model codes, sustained-speed figures and warranty terms. The buyer-facing pack uses the more conservative value and flags the conflict internally.

8. Live verification

[CompactFlash Association VPG list](#)

[Novachips Type A 800GB — B&H](#)

[Novachips Type B range — Adorama](#)

[Novachips V90 SD — Adorama](#)

[Camera Canada Type A category](#)

[Camera Canada Type B category](#)

[Camera Canada SD category](#)

Use the live links immediately before outreach. Website prices, availability and promotions can change after the verification date.