



## FOR IMMEDIATE RELEASE

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### **Next Generation Crucial BX200 SSD Is an Ideal Hard Drive Replacement**

*New affordably-priced SSD enables users to enjoy their computers again, loading apps in seconds and making long wait times a thing of the past*

#### **Key Messages:**

- BX200 SSD allows users to load applications in seconds
- Compared to hard drives, computers will boot up almost instantly
- Applications will accelerate in speed

#### **Multimedia Elements:**

- [Crucial Image Gallery](#)
- [Crucial BX200 SSD Product Page](#)

**Boise, ID, and Glasgow, UK, November 3, 2015** – Crucial, a leading global brand of memory and storage upgrades, today announced the new Crucial® BX200 solid state drive (SSD), which offers substantial yet affordable performance gains compared to a standard hard drive. The drive, designed for consumers and SMBs, allows users to load applications in seconds, boot up almost instantly, and accelerate every day applications.

The new BX200 provides sequential read and write speeds up to 540 MB/s and 490 MB/s respectively on all types of data, as well as random read and write speeds up to 66k and 78k

IOPS respectively. Additionally, when compared to a typical hard drive, the new BX200 is more than 13 times faster <sup>i</sup> and 40 times more energy efficient <sup>ii</sup> for almost instantaneous access to data, resulting in longer battery life and a cooler, quieter system. The new drive utilises a Silicon Motion SM2256 Controller and is coupled with Micron verified firmware, allowing users to upgrade their existing infrastructure at an affordable price, which is a great alternative to buying a whole new system.

“The new Crucial BX200 SSD is an ideal solution for consumers whose computers are slowed down by an old or inadequate hard drive,” said Jonathan Weech, senior worldwide product manager, Crucial. “This SSD is the perfect blend of performance and value, allowing a user to get more done and have more fun. Installing a BX200 will help users enjoy their computers again.”

Robert Fan, vice president and general manager of Silicon Motion U.S.A., said, “We are excited about our latest partnership with Crucial on the new BX200 SSD. Our high-performance and low power consumption SM2256 controller combined with Micron 16nm TLC NAND helps make the BX200 reliable, fast, energy efficient and affordable.”

Available now in a 2.5-inch form factor, the Crucial BX200 SSD is offered in 240GB, 480GB and 960GB<sup>iii</sup> with MSRPs of £66.99, £116.99 and £234.99, respectively, and is available at <http://uk.crucial.com/>. The new drive is supported by the Crucial Storage Executive tool, is backed by a limited three-year warranty, and is compatible with both PC and Mac<sup>®</sup> systems. The BX200 also comes standard with Acronis<sup>®</sup> True Image<sup>™</sup> HD data migration software that moves all files, operating systems, settings and programs from an existing hard drive to the newly installed SSD. For more information about Crucial SSDs, please visit [uk.crucial.com/bx200](http://uk.crucial.com/bx200).

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## About Crucial

Crucial is a global brand of Micron Technology, Inc. Crucial products include award-winning solid state drives (SSDs) and DRAM for more than 50,000 desktops, laptops, servers, workstations, and other systems. Crucial products are available worldwide at leading retail and e-tail stores, commercial resellers, and system integrators. For more information or support, visit <http://uk.crucial.com/>.

## About Micron

Micron Technology, Inc. is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets a full range of DRAM, NAND and NOR flash memory, as well as other innovative memory technologies, packaging solutions and semiconductor systems for use in leading-edge computing, consumer, networking, embedded and mobile products. Micron's common stock is traded on the NASDAQ under the MU symbol. To learn more about Micron Technology, Inc., visit [www.micron.com](http://www.micron.com).

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<sup>i</sup> Performance level based on comparative benchmark scores of the Crucial BX200 SSD and the Western Digital® Caviar Blue™ WD10EZEX internal hard drive. Actual performance level may vary based on benchmark used and individual system configuration. Test setup: 256GB Crucial m4 SSD as the primary storage drive, paired with a 960GB Crucial BX200 SSD and a 1TB Western Digital Caviar Blue internal hard drive as secondary drives (each secondary drive tested separately). All tests conducted on an Asus® Maximus VII Gene motherboard, Intel® i7-4790K 4.0GHz processor, SAPPHIRE Radeon HD 3870 video card, BIOS Rev. 2801, and Windows® 7 Pro 64-bit operating system using PCMark Vantage HDD test suite. Benchmark testing conducted September 2015.

<sup>ii</sup> Active average power use comparison based on published specs of the 960GB Crucial BX200 SSD and the 1TB Western Digital Caviar Blue internal hard drive.

<sup>iii</sup> 1 GB equals 1 billion bytes. Actual usable capacity may vary.