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Crucial Introduces Next Generation Solid State Drives

New Crucial MX200 and BX100 SSDs Offer Performance and Features to Suit a Range of Needs and Budgets

Multimedia Elements:

- [Crucial Image Gallery](#)
- [Crucial MX200 SSD Product Information](#)
- [Crucial BX100 SSD Product Information](#)

Las Vegas, NV, January 6, 2015 – Crucial, a leading global brand of memory and storage upgrades, today announced two new solid state drives (SSDs): the Crucial[®] MX200, built to deliver leading speeds and features, and the Crucial[®] BX100, designed to offer substantial yet affordable performance gains compared to a hard drive.

Crucial MX200 SSD

Available in 250GB, 500GB, and 1TB capacities with respective MSRPs of £107.99, £191.99, and £360.99, the new Crucial MX200 delivers sequential reads and write up to 555MB/s and

500MB/s, along with random reads and writes up to 100k and 87k IOPS on all file types. Additionally, with an endurance rating up to 320 TBW (total bytes written) on the 1TB model, the Crucial MX200 delivers up to five times more endurance than a typical client SSD.ⁱ

The Crucial MX200 is also the only consumer drive on the market with Dynamic Write Acceleration, a new and unique technology that enables faster saves and file transfers. Furthermore, the MX200 also offers a host of industry-leading features, including:

- Best-in-class AES 256-bit encryption to protect data at the highest possible level
- Exclusive Data Defense to guard against corrupt files
- Adaptive Thermal Protection to keep systems cool
- Power Loss Protectionⁱⁱ to preserve user data if power is lost

Each Crucial MX200 SSD includes Acronis[®] True Image[™] HD data migration software that moves all files, operating systems, settings, and programs from an existing hard drive to a newly installed SSD.ⁱⁱⁱ This patented disk-imaging technology powered by Acronis' AnyData Engine allows users to quickly, easily, and accurately utilise their new SSD as their system drive.

Crucial BX100 SSD

Available in 120GB, 250GB, 500GB, and 1TB capacities with respective MSRPs of £53.99, £84.99, £153.99, and £306.99, the Crucial BX100 delivers sequential reads and writes up to 535MB/s and 450MB/s on all file types.^{iv} More than fifteen times faster than a hard drive, the Crucial BX100 allows users to boot up almost instantly, load programs in seconds, and accelerate demanding applications. And with Extreme Energy Efficiency technology, the BX100 is two times more energy efficient than a typical hard drive, allowing users to run their systems longer, using less power.

The BX100 is the first Crucial drive to include the Silicon Motion SM2246EN controller. Robert Fan, vice president and general manager of Silicon Motion U.S.A., said, “We are excited to be partnering with Crucial on the new BX100 SSD. Our high-performance and low power consumption SM2246EN controller combined with leading-edge Micron NAND helps make the BX100 fast, energy efficient, and affordable.”

“We designed the MX200 and BX100 to meet the varied needs of the market, making it easier for anyone to move to an SSD, whether they are a seasoned computer enthusiast or an absolute beginner, all while keeping value top of mind,” said Jonathan Weech, senior worldwide product manager, Crucial. “These drives leverage Micron’s years of heritage in storage technology to deliver advanced features and performance, resulting in an unparalleled SSD experience for our consumers.”

Crucial Storage Executive

Available today, the Crucial Storage Executive is a software tool that helps users monitor, maintain, and optimise their Crucial SSD. Available for download at uk.crucial.com/se, the new tool allows users to:

- Update to the latest firmware version
- Reset the drive's encryption password
- Report on drive status, model, capacity, firmware version, temperature, and overall health

The tool works with the new BX100 and MX200 SSDs, as well as existing M500, M550, and MX100 SSDs.

Availability

Both Crucial MX200 and BX100 2.5-inch drives will be available in Q1 2015 at Crucial.com and through select global partners. The Crucial MX200 will also be available in mSATA and M.2 form factors during Q1 2015. Both drives are backed by a limited three-year warranty. For more information about Crucial SSDs, please visit uk.crucial.com/ssd.

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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 100,000 desktops, laptops, servers, workstations, and other systems. Crucial products are available worldwide at leading retail and e-tail stores, commercial resellers, and system integrators who can be found at www.crucialproducts.com. For more information or support, visit www.crucial.com/uk.

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.

ⁱ The published endurance rating (TBW) of the 1TB Crucial MX200 SSD is up to five times greater than the average published endurance rating of three leading high-capacity mainstream client SSDs (September 2014): 1TB Samsung® 840 EVO, 480GB SanDisk Extreme Pro® II, and 480GB Intel® 530 SSD.

ⁱⁱ Refers to data at rest only

ⁱⁱⁱ Available on 2.5-inch form factor only

^{iv} Based on published specs of the 500GB and 1TB models

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