



## FOR IMMEDIATE RELEASE

### Media Contact:

### US Contact:

Andrew Rodger  
Matter Communications  
+1 (978) 518-4516  
[crucial@matternow.com](mailto:crucial@matternow.com)  
[www.crucial.com](http://www.crucial.com)

### UK Contact:

Joan Lunny  
Crucial  
+44 (0) 1355 586130  
[crucialeupr@micron.com](mailto:crucialeupr@micron.com)  
[www.crucial.com/uk](http://www.crucial.com/uk)

## New Crucial Ballistix Elite DDR4 Memory Dramatically Boosts Gaming Performance

*Ballistix Elite DDR4 modules deliver the next generation of memory to high performance gaming*

### Key Messages:

- Offers introductory speeds starting at 2666 MT/s and 3000 MT/s and expected to increase as the technology matures
- Increases memory bandwidth up to 24GB/s, nearly double the bandwidth of standard DDR3 memory
- Supports Intel® XMP 2.0 profiles and modules are optimized for the latest Intel X99 platforms
- Available in 4GB and 8GB modules, as well as 8GB, 16GB, and 32GB kits
- Introduces a new design to the Ballistix line-up with an aggressively styled anodized aluminum heat spreader on a custom-designed black PCB

### Multimedia Elements:

- [Crucial Image Gallery](#)
- [Crucial Ballistix Elite Product Page](#)

- [How Crucial Ballistix Is Made \(Video\)](#)

**Boise, ID, and Glasgow, UK, 2 June, 2014**– Crucial, a leading global brand of memory and storage upgrades, today announced new Crucial® Ballistix® Elite DDR4 memory modules, which deliver the next generation of memory to high performance gaming. Designed for gamers and enthusiasts, Ballistix Elite DDR4 memory delivers introductory speeds that start at 2666 MT/s and 3000 MT/s and is expected to get faster as the technology matures. The new modules offer nearly twice the bandwidth of mainstream DDR3 memory at up to 24GB/s, and deliver improved system responsiveness and increased frame rates. Furthermore, Ballistix Elite DDR4 memory delivers up to 40 percent more power efficiency than standard DDR3 memory.

Designed for the ultimate gaming experience, Ballistix Elite DDR4 modules are optimized for next-generation Intel® X99 platforms with support for XMP 2.0 profiles. The new modules also introduce a new design to the Ballistix line-up, featuring an aggressively styled anodized aluminum heat spreader for improved heat dissipation on a custom-designed black PCB. Supported by the Ballistix Memory Overview Display (M.O.D.) utility, an integrated thermal sensor allows for real-time temperature monitoring which aids in overclocking efforts.

“Gamers and enthusiasts push their systems to the limit and are always looking for ways to reduce bottlenecks,” said Jeremy Mortenson, product marketing manager, Crucial. “With the introduction of Ballistix DDR4, the fastest memory speeds and bandwidths are now more accessible. Along with making peak performance attainable, Ballistix DDR4 also sets up gamers and enthusiasts for the next wave of performance that will only be possible with newer platforms using DDR4.”

Available in 4GB and 8GB modules, as well as 8GB, 16GB, and 32GB kits, Ballistix Elite DDR4 memory will be available for purchase from [crucial.com](http://crucial.com) and through select global partners in August 2014. Crucial DDR4 desktop memory will also be available in August in four channel kits up to 32GB with introductory speeds of 2133MT/s. All Crucial memory is backed by a limited lifetime warranty.\* For more information about Crucial DDR4 memory, visit [www.crucial.com/usa/en/memory-ddr4-info](http://www.crucial.com/usa/en/memory-ddr4-info).

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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 who can be found at [www.crucialproducts.com](http://www.crucialproducts.com). For more information or support, visit [www.crucial.com](http://www.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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\*Limited lifetime warranty valid everywhere except Germany and France. In these countries, warranty is valid for ten years from date of purchase.

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