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New Crucial DDR4 SODIMMs Enhance Laptop Performance and Enable Longer Battery Life

New DDR4 modules deliver more speed, more bandwidth, and lower voltage than DDR3 memory

Key Messages:

- Runs 30 percent faster than DDR3 technology, enabling systems to load applications faster and improve performance for memory-intensive applications*
- Reduces power consumption by up to 40 percent, enabling longer battery life*
- Increases memory bandwidth by more than 30 percent, allowing systems to handle more data at once*
- Available in 4GB and 8GB modules with two-piece kits up to 16GB

Multimedia Elements:

- [Crucial Image Gallery](#)
- [Crucial DDR4 SODIMM Product Information](#)

Las Vegas, NV, January 6, 2015 – Crucial, a leading global brand of memory and storage upgrades, today announced new Crucial® DDR4 SODIMMs, designed to enhance next-generation laptop performance. The new DDR4 modules are more than 30 percent faster than their DDR3 equivalents with speeds of 2133 MT/s, enabling systems to load applications faster and run demanding programs without lag.

Operating at 1.2V compared to 1.5V for standard DDR3 memory, Crucial DDR4 SODIMMs consume 20 percent less voltage than standard DDR3 technology. The reduction in voltage combined with other DDR4 efficiency features leads to an overall power reduction of up to 40 percent, which helps extend battery life. Additionally, Crucial DDR4 SODIMMs increase memory bandwidth by more than 30 percent, allowing systems to handle more data at once.

“Although broad adoption of DDR4-enabled laptops won’t be available until later in 2015, we are committed to the early availability of new technology to better enable our development partners and customers and to continue to lead the industry with our DDR4 offerings,” said Jeremy Mortenson, product marketing manager, Crucial.

Available in 4GB and 8GB modules with two-piece kits up to 16GB, Crucial DDR4 SODIMMs are available now at Crucial.com and through select global partners. All Crucial memory modules are backed by a limited lifetime warranty.** For more information, visit uk.crucial.com/ddr4.

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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.

*Product performance, efficiency and bandwidth improvement are noted as comparisons between DDR3 and DDR4 memory technology. As of May 2014, standard DDR3 memory achieved speeds of 1600 MT/s and operated at 1.5V, compared to DDR4-2133, which operates at 1.2V. When voltage reductions and all other energy-saving DDR4 features are factored in, DDR4 modules are projected to consume up to 40 percent less power. DDR4-2133 modules have a bandwidth of 17 GB/s, which is more than a 30 percent increase in bandwidth, as compared to mainstream DDR3-1600 which offered a bandwidth of 12.8 GB/s.

**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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