Micron Works With Qualcomm to Drive Innovation in Infotainment Systems for Next-Generation Vehicles

January 8, 2019

BOISE, Idaho, Jan. 08, 2019 (GLOBE NEWSWIRE) -- Micron Technology, Inc., (Nasdaq: MU) the leading supplier of innovative memory and storage solutions for the automotive industry, today announced that it is working with Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, to develop highly advanced solutions for next-generation in-vehicle cockpit compute systems. The increased level of technology needed to enhance in-cabin experiences requires system-level design expertise and innovation to efficiently accelerate technology integration. To aid in these efforts, Micron is helping Qualcomm Technologies optimize Micron's new high-density automotive-grade LPDDR4X memory devices for third-generation Qualcomm® Snapdragon ™Automotive Cockpit Platforms. Together, the companies are also working to validate and integrate Micron's memory solutions into Snapdragon Automotive Cockpit Platforms to provide high-performance reference solutions for Qualcomm's customers.

Micron's LPDDR4X memory devices provide a system capacity range between 2GB and 16GB with throughput rates of up to 546 Gb/s. This fast throughput supports high-resolution 3D graphic displays in automotive infotainment systems along with the requisite memory bandwidth associated with compute-intensive platforms ideal for advanced driver-assistance systems (ADAS). The Snapdragon Automotive Cockpit Platforms are designed to deliver higher levels of computing needed for advanced capabilities featured in future-generation vehicles, including highly intuitive artificial intelligence (AI) experiences. The platforms' design also enables precise navigation capabilities and provides immersive audio and rich visual experiences.

"Tomorrow's feature-rich automotive cockpits incorporate multiple displays with higher resolutions, in addition to advanced human-machine interfaces (HMIs) and applications — all of which continue to demand higher performance," said Kris Baxter, vice president of marketing for Micron's Embedded Business Unit. "Micron is enthusiastic about working with Qualcomm Technologies to deliver next-generation automotive memory solutions that will make significantly richer in-cabin experiences a reality."

Automotive cockpit compute systems combine traditional multimedia and navigational features with the digital instrument cluster, heads-up display and telematics information — along with an HMI that permits user-configurable displays for a personalized environment. Using AI, these systems enhance the user experience and minimize distractions through features such as voice and driver recognition, as well as driver alert monitoring. Faster computational processing and higher-performance memory and storage are necessary to meet the performance expectations of these cockpit systems. Working with Qualcomm Technologies, Micron is optimizing system definition while accelerating time to commercialization.

"Today's advanced automotive cockpit compute solutions must have greater compute performance and faster data throughput than ever before," said Shyam Krishnamurthy, senior director of product management for Qualcomm Technologies. "We are pleased to be working with Micron, a leader in innovative memory and storage solutions, to deliver a high-performance solution that enables automotive manufacturers and Tier 1 suppliers to deliver state-of-the-art automotive cockpit applications in an accelerated timeframe. We're also working with Micron to integrate their solutions into our telematics units and look forward to extending the working relationship to our automotive platforms business."

Micron's broad portfolio of volatile and nonvolatile memory solutions are optimized for automotive applications while delivering the high quality, supply longevity and customer support critical for automotive customers. The Snapdragon Automotive Cockpit Platforms featuring Micron's technologies will be demonstrated at Qualcomm Technologies' automotive booth, located in the North Hall (booth #5609), during the Consumer Electronic Show (CES) 2019 from January 8–11.

For more information about Micron's automotive memory solutions, visit: https://www.micron.com/solutions/automotive.

Resources:

- Blog: www.micron.com/about/blog
- Twitter: https://twitter.com/MicronTech
- LinkedIn: https://www.linkedin.com/company/micron-technology/
- YouTube: http://www.youtube.com/user/MicronTechnology

About Micron Technology, Inc.

We are an industry leader in innovative memory and storage solutions. Through our global brands — Micron®, Crucial® and Ballistix® — our broad portfolio of high-performance memory and storage technologies, including DRAM, NAND, NOR Flash and 3D XPoint ™memory, is transforming how the world uses information to enrich life. Backed by 40 years of technology leadership, our memory and storage solutions enable disruptive trends, including artificial intelligence, machine learning, and autonomous vehicles, in key market segments like cloud, data center, networking, mobile and automotive. Our common stock is traded on the NASDAQ under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

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