



Numonyx Aligns Its Serial Flash Memory Products Under A New Brand Name – Numonyx® Forté™

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Numonyx Aligns Its Serial Flash Memory Products Under A New Brand Name – Numonyx® Forté™ **GENEVA, July 21, 2009** – As Numonyx B.V. prepares to release a new generation of leading serial NOR flash memory products for embedded system designs later this year, it announced today its new brand name for the entire line: Numonyx® Forté™ Serial Flash Memory. The new brand represents one of the industry's most comprehensive and flexible portfolios of serial flash memories and offers designers of consumer electronics, automotive, and wired and wireless communications applications a broad range of performance features and densities. The Numonyx Forté serial flash brand includes the existing lines of serial NOR products for standard embedded applications and automotive grade, as well as upcoming multi-I/O devices using the Numonyx advanced 65nm process technology.

Serial flash is a small, low-power flash memory that uses a serial interface, typically SPI, for sequential data access. When incorporated into an embedded system, serial flash requires fewer wires than parallel flash on the PCB since it transmits and receives data one bit at a time. The value to system designers is a reduction in board space, power consumption and total system cost. Serial flash is a leading NOR flash memory growth segment with an estimated 11.6% CAGR from 2007-2012, as reported by iSuppli.

"We feel the Numonyx Forté brand name reflects our unmatched legacy and level of expertise with serial flash in the industry, as well as the product line's ability to add strength and stability to customer designs," says Glen Hawk, general manager of the Numonyx Embedded Business Group. "We are focused on making it easy for our customers to do business with Numonyx. Maintaining a level of simplicity and clarity around our lines of business also helps us communicate who we are—a high-quality, reliable and long-term partner for customers in embedded market segments."

The Numonyx Forté family offers three serial flash lines—the M25P, M25PX and M25PE/45PE—to provide customers with a complete choice of densities, feature sets and packaging options. With its broad portfolio and multiple sector, sub-sector and page erase options, Numonyx Forté serial flash meets the requirements of many segments, including consumer electronics, handheld gaming, computing, and network communications. In addition, the Forté M25P and Forté M25PX families are AEC-Q100 qualified to meet the most exacting requirements for automotive-grade and industrial applications. This breadth of offerings makes Forté serial flash an ideal solution for many embedded applications.

While much of the benefit of serial flash lie in the industry-standard features, embedded design engineers are afforded the opportunity to innovate their applications with Numonyx value-added attributes. For example, Numonyx Forté serial flash has demonstrated years of stable and strong quality performance to meet the needs and expectations of the most demanding of embedded customers, such as those in the automotive industry. In addition, proven manufacturing processes and standards, including high volume production and robust testing at both the electrical wafer sort and class sort stage, ensure a safe, stable, highly reliable supply to quickly ramp customer's designs, as well as meet long-life cycle requirements.

About Numonyx

Numonyx provides a full complement of integrated NOR, NAND, RAM and PCM technologies and products to meet the increasingly sophisticated memory needs of customers in wireless and embedded market segments. Numonyx is dedicated to providing high density, low power memory technologies and packaging solutions to a global base of customers.

For additional information on Numonyx Forté serial flash memory, visit our [product pages](#).