



Micron Introduces NOR Flash Memory Device for Automotive Customers

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MUNICH, Germany, Nov. 9, 2010 (GLOBE NEWSWIRE) -- Micron Technology, Inc. (Nasdaq:MU) today announced a high-density Axcell™ NOR flash memory device for automotive applications, strengthening its already broad portfolio of leading products and technologies for the automotive market. Thanks to the most advanced NOR flash process technology in the device, makers of infotainment, in-car computing and other automotive electronics are provided with higher capacity storage solutions.

The amount of memory inside automobiles continues to grow as powertrain controls, dashboard applications, in-car infotainment systems, and driver safety equipment are included in more models. For the fourth year in a row, Gartner ranked Micron as the #1 supplier in automotive DRAM.¹ Now with the addition of NOR and automotive grade eMMC™ memory to its portfolio following the acquisition of Numonyx in May 2010, Micron is in an even stronger position to provide customers with a complete portfolio of [memory products](#) that can scale from economy to luxury vehicles.

"With the introduction of the 65nm NOR flash device, Micron strengthens its role as a full-service provider for automotive customers," said Tom Eby, vice president of Micron's Embedded Solutions Group. "Micron is well suited to meet the increasing demands in the automotive marketplace with its wide variety of product and technology offerings, a dedicated automotive organization, technical expertise, stability of supply, and customer support."

Micron's automotive portfolio includes legacy and advanced DRAM solutions, a broad offering of NOR and NAND flash memories, and a range of eMMC memory solutions. The new 65nm 512-megabit automotive Axcell NOR device with a parallel interface is compliant with automotive industry standards and meets the data integrity requirements for all flash memory components used in automobiles. A few application examples will be on display in Micron's booth at Electronica 2010 (hall 4, booth #133).

The 512Mb automotive NOR device is currently sampling. Micron plans to begin mass production in 2011.

Relevant Links

There are other ways to stay up-to-date on Micron news:

- Micron Innovations Blog: www.micronblogs.com
- Micron on Twitter: <http://twitter.com/microntechnews> and <http://twitter.com/realssd>
- Micron Pressroom: www.micron.com/media

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.

The Micron Technology, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=6950>

¹ According to Gartner's report published in March 2010, in 2009 Micron ranked #1 as a manufacturer of automotive memories, with the 49% MSS for DRAM by revenue.

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Source: Micron Technology, Inc.

