



New Crucial Ballistix Sport SODIMMs Boost Gaming System Performance

June 4, 2013

Key Messages:

- Offer increased speeds up to 1866MHz and increased efficiency for PC laptops, all-in-one systems, and mini ITX motherboards*
- Use up to 10 percent less voltage than standard SODIMM modules, enabling longer battery life**
- Feature XMP profiles for easy configuration, and are optimised for the latest 4th generation Intel® Core™ i5 and i7 mobile processors
- DDR3 modules available in 4GB and 8GB densities

Multimedia Elements:

- [Crucial Image Gallery](#)

BOISE, Idaho, and GLASGOW, United Kingdom, June 4, 2013 (GLOBE NEWSWIRE) -- Crucial, a leading global brand of memory and storage upgrades, today announced new Crucial® Ballistix® Sport SODIMMs, designed to boost performance of gaming laptops, all-in-one systems, or mini ITX motherboards*. Featuring XMP profiles for easy configuration and DDR3 speeds up to 1866MHz, Ballistix Sport SODIMMs deliver a faster and more responsive gaming experience. Optimised for the latest 4th generation Intel® Core™ i5 and i7 mobile processors, Ballistix Sport SODIMMs offer lower latencies and increased energy efficiency compared to standard SODIMMs.

Engineered to run on 1.35V** instead of the standard 1.5V found in most laptop memory modules, Ballistix Sport SODIMMs can reduce DRAM power consumption in systems by up to 10 percent, enabling longer battery life. Offered in 4GB and 8GB densities, Crucial Ballistix Sport SODIMMs will be available in early July.

"Gamers want to arm their system with a performance edge, and Crucial Ballistix Sport SODIMMs represent a new weapon of choice for laptops, mini ITX motherboards, and all-in-one systems," said Jeremy Mortenson, Ballistix product manager, Crucial. "Ballistix Sport SODIMMs offer faster speeds and lower latencies than standard SODIMM modules and enable the performance users come to expect from Crucial Ballistix memory."

Crucial Ballistix memory is backed by a limited lifetime warranty and is rigorously tested to meet or exceed the high-quality performance specifications customers have come to expect from Crucial. As a brand of Micron, one of the largest manufacturers of DRAM in the world, Crucial engineers work to design, refine, test, manufacture, and support an extensive line of memory modules. For more information, please visit www.crucial.com/uk/ballistix.

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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. For more information or support, visit www.crucial.com/uk.

About Micron

Micron Technology, Inc. (Nasdaq:MU) 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.

* On mini ITX motherboards that support SODIMM modules

** On supported systems

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