



Independent Research Shows Hunger amongst Europeans for Greater Mobile Phone and Netbook Memory

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LONDON, England , Monday, November 30, 2009 – Nearly half of European mobile phone users need more memory to keep up with their growing appetite for more photos, more music, more videos and more texts, according to a new survey. Commissioned by Lexar Media, a leading global provider of memory products for digital media, the independent survey revealed an obsession with “mobile memories”, where consumers expect to bring their digital photo, video, and music collection with them wherever they go.

The survey revealed that for 61% of UK, 60% of French, and 50% of German respondents, photo-taking was the primary reason for running out of mobile phone memory. With more mobile phones featuring high-megapixel cameras and the ability to capture high-definition (HD) video on the market, demands on digital storage capacity are expected to increase.

Digital Lifestyles Require More Memory Know-How

The survey queried more than 3,000 mobile device users aged 16-70 across the UK, Germany, and France. It revealed that approximately a third of German (34%) and British (31%) respondents, and a quarter (25%) of French respondents now more commonly use their camera phones than their digital cameras for picture-taking. This tendency is even greater for teenagers (UK 56%, France 44%, and Germany 60%). The survey also revealed that most people (UK 79%, France 74%, and Germany 56%) do not know how much memory is in their phone and the majority (UK, 74%, France, 71%, and Germany 64%) have never purchased more memory for their mobile device.

The survey also queried the needs of netbook users and discovered similar frustrations related to performance. The most frequently cited complaint of netbook users in France was that their machine was sluggish when opening or viewing images; while the main concern of German and British netbook users was the inability to run multiple applications at the same time, without slowing down their system.

“This survey tells us that while there are ever more feature-rich mobile devices out there, they are not being optimised with additional memory and therefore failing to meet the end-user’s high expectations,” said Saul Matthews, EMEA marketing director, Lexar Media. “The Lexar mobile lifestyle line of products was developed to address this expectation gap, by offering solutions that boost a netbook’s performance and aid multitasking, increase a mobile phone’s picture- and video-taking capacity, or make the uploading of images to a PC or website simpler and faster.”

The survey results coincide with the European launch of Lexar Media’s mobile lifestyle solutions. Designed to address the storage and performance issues faced by mobile phone users and netbook users respectively, the new range of memory products help consumers capture, store, and manage their mobile multimedia with ease and confidence.

Alexander Malis, president of Euroset, a leading European mobile retailer says, “We have chosen Lexar Media as our partner for memory cards because a reliable, quality, and flexible vendor is of utmost importance to us. We think that Lexar Media is the best solution in the market.”

Product Information and Specifications

New Lexar High-Speed Mobile microSDHC Card

The new Lexar® High-Speed Mobile microSDHC™ card allows mobile phone users to store, transfer, and manage superior quality HD and near-HD video and photos supported by today’s high-performance camera phones. This high-speed (Class 6) microSDHC is part of a high-performance kit that includes a Lexar USB card reader that enables fast transfer of files between phones and computers, and exclusive sideload software to transfer and manage personal videos, music, and photos between devices more easily. The software also makes it easier for users to share their photos and videos on the most popular social media websites. The Lexar High-Speed Mobile microSDHC card is available in 8GB and 16GB capacities and includes a 10-year limited warranty for assured performance and reliability.¹

New Lexar Netbook/Notebook Performance Upgrade

Upgrading DRAM memory is the most inexpensive way to increase overall system performance and maximize the mobile capabilities of today’s latest netbook and notebook computers. The Lexar Netbook/Notebook Performance Upgrade, available in 1GB and 2GB capacities, is designed for anyone looking to boost system performance of netbooks in particular. This easily-installed memory upgrade allows for faster multitasking and web browsing, as well as increased performance of multimedia and software applications.

The Lexar mobile lifestyle solutions line also includes the Lexar Mobile USB Card Reader that reads microSD™, microSDHC, and Memory Stick Micro™ (M2™) cards and provides easy transfer between devices; the KODAK Memory Card for Camera Phones, a microSDHC card for capturing high-quality photos and videos with a high-megapixel camera phone; and the current line of Lexar microSDHC and M2 cards for basic mobile storage.

For additional information about the Lexar mobile lifestyle line of products, visit www.lexar.com.

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¹ USB reader includes a one-year limited warranty.

About Lexar Media

Lexar Media is a leading designer, manufacturer, and marketer of NAND flash and DRAM memory products under the Lexar and Crucial® brand

names. Lexar offers products in all major flash and DRAM memory categories, including consumer and enterprise-level USB flash drives, industry-leading memory cards for photography, and all popular form factors of memory cards for mobile devices. For computers, Lexar also offers a full range of DRAM computer memory upgrades for PCs and Mac® systems, and solid state drives (SSDs). An industry leader in innovative, patented flash memory technology, Lexar is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide.

For more information about Lexar, visit www.lexar.com. For more information about Crucial products, visit www.crucial.com, www.crucial.com/uk or www.crucial.com/eu. Lexar Media, Inc. is a subsidiary of Micron Technology, Inc. Lexar Media is a division of Micron Europe Limited, a division of Micron Semiconductor Asia Pte. Ltd., and a division of Micron Japan, Ltd.

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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 DRAM, NAND flash memory, CMOS image sensors, other semiconductor components, and memory modules for use in leading-edge computing, consumer, networking, and mobile products. Micron's common stock is traded on the New York Stock Exchange (NYSE) under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

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