



Crucial Ballistix Smart Tracer Modules Keep Gaming Hot and Memory Cool

January 6, 2011

Key Messages:

- Unique Crucial® Ballistix® Smart Tracer functionality allows for user customization of LED pattern and color via the free Ballistix MOD utility.
- Built-in logic device to manipulate LEDs, and read voltage and usage data.
- Integrated thermal sensor technology for temperature monitoring.
- Compatible with the latest Intel® and AMD® chipsets.
- Available in 2GB DDR3 1600MHz (PC3-12800) modules, 4GB (2x2GB) dual-channel kits, and 6GB (3x2GB) three-channel kits.

Multimedia Elements:

- Crucial Ballistix Smart Tracer [Video](#)
- Free Crucial Ballistix temperature-monitoring utility [download](#)
- [Crucial Image Gallery](#)
- [Crucial Ballistix Smart Tracer - Product Flyer](#)

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Las Vegas, NV, January 06, 2011 ♦ Lexar Media, a leading global provider of memory products for digital media, today introduced [Crucial Ballistix Smart Tracer](#) modules, the industry's first high-performance memory that allows users to control activity-indicating and ground-effect LED colors and patterns. The new modules also include integrated thermal sensor technology which allows users to monitor memory temperature, while showcasing a sleek heat spreader design. Compatible with the latest Intel and AMD chipsets, the Crucial Ballistix Smart Tracer modules are available in dual- and three-channel 2GB DDR3 1600MHz (PC3-12800) kits through select global partners and online at [Crucial.com](http://www.crucial.com).

Designed specifically for computer gamers and PC modders seeking maximum system performance, stability, and style, Crucial Ballistix Smart Tracer memory was engineered to deliver a customization capability never before available. This product allows users to switch between two LED color combinations — including blue and orange or green and red — turn the LEDs on and off, adjust brightness, or even switch to four different LED patterns on the fly.

Integrated thermal sensors provide a temperature-monitoring utility for users to view their memory module temperature in real time, as well as monitor voltage, uptime (how long the module has been powered up), and usage rates. A voltage and temperature history is also included, where the highest measured voltage and temperature data is stored.

"At Crucial, we know that our gaming and PC enthusiasts are all about performance and play, and the new Crucial Ballistix Smart Tracer modules rise to the challenge. The integrated heat sensors allow real-time temperature monitoring for peak performance, while the customizable LEDs add a level of personalization never before seen on a memory module. Together, this form and function adds up to serious fun," said Jeremy Mortenson, Crucial Ballistix DRAM product manager.

Crucial Ballistix Smart Tracer modules are available in 4GB and 6GB kits, are backed by a limited-lifetime warranty, and are available globally today through select partners and online at www.crucial.com.

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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 Media offers products in all major flash and DRAM memory categories, including USB flash drives, innovative backup drives, industry-leading memory cards for photography, and all popular form factors of memory cards for mobile devices. Under the Crucial brand, Lexar Media offers industry-leading solid-state drives (SSD) and more than 250,000 DRAM memory upgrades for 50,000 computer systems. For more information about Lexar brand products, visit www.lexar.com, and for Crucial brand products, visit www.crucial.com.

Lexar Media is vertically integrated with Micron Technology, one of the largest semiconductor manufacturers worldwide. 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 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.

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