



## New Crucial® Ballistix® Low Profile Memory Helps Solve Module Space and Energy Concerns for Performance Enthusiasts

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### Key Messages:

- New low profile memory provides extra clearance around high-end CPU coolers to help improve system airflow and cooling
- Modules are between 15 percent and 35 percent lower profile than competitor offerings,\* while enabling up to a 10 percent decrease in power consumption
- Offers performance benefits of Crucial Ballistix memory without the height concerns of taller modules

### Multimedia Elements:

- [Crucial Image Gallery](#)
- [Crucial Ballistix Low Profile Memory](#)

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**Boise, ID, and Glasgow, UK, November 19, 2012** ♦ Crucial, a leading global brand of memory and storage upgrades, today announced the immediate availability of Crucial Ballistix Low Profile (LP) memory, which delivers a true low profile design to provide more clearance around high-end CPU coolers and improve airflow throughout the system. Designed for performance enthusiasts and small form factor computer builders with limited space, Crucial Ballistix LP memory features all the performance benefits of Ballistix memory without the height concerns of taller modules.

Since overclocked systems with power-hungry processors are often heat-intensive and require oversized CPU coolers to regulate temperatures, clearance for memory modules is often limited. To address this, Crucial Ballistix LP memory modules are between 15 percent and 35 percent lower profile than competing modules.\* Using up to 10 percent less power (1.35V) than standard modules (1.5V), Crucial Ballistix LP memory modules also help reduce the cooling problem in high-performance systems, resulting in a lower thermal profile and less fan noise, and enable easier overall system cooling.

"Crucial Ballistix LP memory delivers all the benefits users have come to expect from Crucial high-performance memory – just in a smaller package," said Jeremy Mortensen, senior worldwide product manager, Crucial. "While other low profile offerings on the market provide some clearance, Crucial Ballistix LP memory delivers a true low profile and low power design to give users more clearance around their CPU coolers, while using less power for increased energy efficiency."

Leveraging the industry-leading design and manufacturing capability of Micron Technology, Crucial Ballistix LP memory is backed by a limited lifetime warranty, and is compatible with the latest platforms from Intel® and AMD. Crucial Ballistix LP memory is available in a variety of popular DDR3L speeds and up to 8GB in density for both Crucial Ballistix Sport VLP (very low profile) and Tactical LP models. Crucial Ballistix LP memory modules are available now at [www.crucial.com](http://www.crucial.com), Amazon.com, Newegg.com, and Tigerdirect.com.

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\*Crucial Ballistix LP modules are between 15 percent and 35 percent smaller (depending on the type of module) when compared to the average height of the following low profile and/or low voltage competitor memory modules: Corsair Vengeance LP, G.Skill Ares, and Kingston Hyperx Lovo. Height calculations were conducted May 31, 2012, based on information provided by each manufacturer.

#### About Crucial.com

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