Mobileye Selects Micron to Advance Development of Its Fifth-Generation Autonomous Driving Platform

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Companies to Test and Validate Memory for Mobileye's EyeQ®5-Based Platform to Accelerate ADAS, Level 1–5 Self-Driving Vehicle Capabilities

BOISE, Idaho, Jan. 07, 2019 (GLOBE NEWSWIRE) -- Micron Technology, Inc., (Nasdaq: MU) an industry leader in innovative memory and storage solutions, today announced at CES 2019 that Mobileye has selected the company's memory solutions to advance development of Mobileye's fifth-generation EyeQ®5 system-on-chip (SoC)-based EPM5 platform for fully autonomous driving. Micron is the primary memory provider for Mobileye's EPM5 platform and offers the industry's broadest portfolio of memory and storage solutions. The two companies will work together to test and validate Micron's portfolio of LPDRAM, Xccela™ NOR Flash and e.MMC memory solutions to accelerate the enablement of advanced driver-assistance systems (ADAS) capabilities in Level 1–5 self-driving vehicles.

"Technology and platform providers need to pool their collective expertise to deliver the performance demanded by ADAS and autonomous driving platforms," said Kris Baxter, vice president of marketing for Micron's Embedded Business Unit. "Our collaboration with Mobileye will draw upon our strong heritage of being a leading provider of automotive memory solutions and contribute to further development of Mobileye's ADAS platform for autonomous cars up to Level 5."

Autonomous cars are dependent on various sensor technologies, including vision, LiDAR and radar, that generate vast amounts of data while sensing and classifying the vehicle's environment. Fast processing of the gathered data is essential for ADAS to be able to act at speeds that are at times even faster than the human driver's brain. This level of quick decision-making requires memory bandwidth in abundance to achieve the computational and data processing needed by ADAS in self-driving vehicles. In addition, Level 5 autonomous vehicles require enhanced active safety and collision avoidance systems that go beyond currently available features such as automatic emergency braking (AEB) and adaptive cruise control (ACC) to name a few. This increases demand for high-value memory solutions that are capable of meeting the data throughput performance requirements necessary for ADAS.

"Mobileye has progressively developed hardware to overcome the challenges at every new level of autonomous driving, with each generation of the EyeQ being up to eight times more powerful than the previous generation and yet maintaining low-power dissipation," said Elchanan Rushinek, executive vice president of engineering for Mobileye and vice president of Intel Corporation. "Micron provides the memory expertise and demonstrated ability to deliver the performance and low-power requirements that will support EyeQ5's 'supercomputer' capabilities for Level 5 vehicles."

Mobileye is developing its EyeQ5 SoC-based platform to serve as the central computer, performing vision and sensor fusion, as part of its effort to have fully autonomous driving vehicles on the road in 2020.

As a leading memory partner with more than 25 years of experience serving the automotive industry, Micron provides advanced automotive memory solutions that meet stringent quality, reliability and compliance requirements. Micron's broad portfolio of volatile and nonvolatile memory products are optimized for automotive and supported by a formal product longevity program.

For more information on Micron Technology's automotive memory solutions, visit https://www.micron.com/solutions/automotive

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About Micron Technology, Inc.

We are an industry leader in innovative memory and storage solutions. Through our global brands — Micron®, Crucial® and Ballistix® — our broad portfolio of high-performance memory and storage technologies, including DRAM, NAND, NOR Flash and 3D XPoint™ memory, is transforming how the world uses information to enrich life. Backed by 40 years of technology leadership, our memory and storage solutions enable disruptive trends, including artificial intelligence, machine learning, and autonomous vehicles, in key market segments like cloud, data center, networking, mobile and automotive. Our common stock is traded on the NASDAQ under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

Media Relations Contact: Vishal Bali Micron Technology, Inc. +1 (408) 822-0291 vbali@micron.com