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Micron Announces Next-Generation Automotive Storage Solutions

Micron's automotive SSD and eMMC solutions enable increased innovation, performance and data protection in automotive applications

BOISE, Idaho, November 3, 2014 -- Micron Technology, Inc. (Nasdaq:MU), expands its automotive storage solutions portfolio with the introduction of their M500IT solid-state drive (SSD) in densities ranging from 60GB to 240GB and embedded multimedia card (eMMC) 5.0 memory. Both solutions are specifically designed to enhance automotive applications.

M500IT Automotive SSD

Micron's M500IT solid state drive (SSD) is the industry's first automotive-grade SSD with AEC-Q100-compliant NAND flash memory components and system-level qualification in select automotive applications and conditions. The M500IT is dramatically faster than hard disk drive (HDD) technologies, enabling nearly instantaneous system response times and fast application loads that are critical to the increasingly media-rich automotive experience. The M500IT SSD also includes hardware-based encryption, data-at-rest protection against unexpected power loss and an adaptive thermal monitoring system to secure user data at extended temperatures. The M500IT SSD uses AEC-Q100-compliant NAND flash memory technology and customized firmware to provide high quality and high performance for demanding automotive applications.

As a **vertically integrated supplier**, Micron builds its SSDs from start to finish, with the unique ability to ensure **end-to-end quality** and design SSDs with **application-optimized memory** components. Micron's expertise in DRAM, NOR and NAND Flash memory technologies translates seamlessly to their SSDs, providing the quality, reliability and application expertise that only a trusted memory manufacturer can provide.

Watch this behind-the-scenes video to see [how Micron designs and builds SSDs](#).

The M500IT SSD is in qualification at focused automotive platform suppliers with broader availability planned for mid-2015.

Automotive eMMC 5.0 Memory

Micron's eMMC 5.0 provides the level of quality, innovation and service required by automotive application designers. eMMC 5.0 customers benefit from supply longevity, long-term customer support and Micron's commitment to a zero-defect methodology. Micron's eMMC products are fully managed NAND solutions with built-in controllers and industry-standard interfaces, simplifying hardware and software integration and streamlining the development and qualification process for designers.

Micron's expanded automotive eMMC product line supports the growing requirements of navigation and infotainment applications, such as 3D mapping, environmental reporting (e.g., infrastructure, traffic, meteorological) car radio, multimedia, satellite radio, E-call and voice recognition. Micron's automotive eMMC offering also features a full range of JEDEC-compliant packages in densities ranging from 4GB to 128GB.

Micron's eMMC 4.51 product family is already in volume production with leading automotive OEMs; the 5.0 solution is currently sampling with mass production planned for late 2015.

Commitment to Quality and Support

Micron's commitment to automotive quality is fully incorporated throughout the design, manufacturing, and qualification phases of its SSD and eMMC storage solutions, ensuring robustness and reliability for today's growing automotive needs. Micron's broad product portfolio and expertise enables customers to have a trusted memory advisor and supplier for all their memory needs.

Learn More About Micron Automotive Solutions at Electronica

Micron will be at Electronica showcasing several innovations for today's automotive electronics industry. Micron's offerings include best-in-class DRAM, NOR, NAND and eMMC solutions ideal for infotainment, advanced driver assistance system (ADAS), dashboard instrumentation, powertrain and transmission applications. To help determine the memory or storage solution that is right for your automotive design, be sure to visit Micron in the Electronica Embedded Systems and Automotive Hall ([Hall A6, Booth 121](#)).

CONTACT: Micron Media Contact:

Greg Wood

Zeno Group

650-801-7958 | -

greg.wood@zenogroup.com