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Crucial Now Sampling Next-Generation DDR4 Server Memory

New Crucial DDR4 Technology Enablement Program Offers Partners Early Access to DDR4 Modules and Technical Resources

Key Messages:

- Partners evaluating DDR4-capable platforms can receive early access to Crucial DDR4 modules through the new Technology Enablement Program.*
- New Crucial DDR4 server memory is up to twice as fast and delivers double the memory bandwidth over DDR3 technology when it was introduced (1066 MT/s and 8.5GB/s with DDR3 vs. 2133 MT/s and 17GB/s on DDR4).
- Crucial DDR4 server memory leverages the latest advances in technology and is up to 40 percent more energy efficient than DDR3 memory when it was introduced.

Multimedia Elements:

- [Crucial Image Gallery](#)
- [Technology Enablement Program Flyer](#)
- [Crucial DDR4 Server Memory Video](#)

Boise, ID, and Glasgow, UK, 6 May, 2014—Crucial, a leading global brand of memory and storage upgrades, is now sampling DDR4 server memory through its new Technology Enablement Program. Aimed at channel partners who are currently developing or evaluating

DDR4-capable platforms, the program provides early access to select Crucial server DDR4 modules and relevant technical resources, as well as notification of new modules as they become available. The Crucial Technology Enablement Program comes on the heels of Micron's recent ramp up in DDR4 production. More information on the enrollment process can be found at www.crucial.com/gbr/en/memory-ddr4-info.

Designed to enable next generation enterprise environments, Crucial DDR4 server memory delivers data rates that start at 2133 MT/s (up to twice as fast as DDR3 when it was introduced) and is expected to get even faster as the technology matures. What's more, when used with Intel® Xeon™ processor E5-2600 v3 product family-based systems, Crucial DDR4 server memory doubles memory bandwidth from 8.5GB/s to 17GB/s. Additionally, Crucial DDR4 memory uses up to 20 percent less voltage than DDR3 technology, operating at 1.2V compared to 1.5V for standard DDR3 memory, and delivers up to a 40 percent reduction in power usage.

“Memory is one of the biggest limitations when it comes to enterprise server environments. Many memory-dependent server applications are crucial to the day-to-day operations of a business, but they require higher densities of memory and increased performance,” said Michael Moreland, worldwide product marketing manager, Crucial. “Crucial DDR4 memory enables servers to perform faster and run more efficiently than ever before, reducing power and cooling expenses along the way – essential for meeting the ever-increasing workload demands of data centres.”

All Crucial DDR4 DRAM modules are backed by a limited lifetime warranty.** For more information on Crucial DDR4 memory or the DDR4 Technology Enablement Program, please visit www.crucial.com/gbr/en/memory-ddr4-info.

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About Crucial

Crucial is a global brand of Micron Technology, Inc. Crucial products include award-winning solid state drives (SSDs) and DRAM for more than 50,000 desktops, laptops, servers, workstations, and other systems. Crucial products are available worldwide at leading retail and e-tail stores, commercial resellers, and system integrators who can be found at www.crucialproducts.com. For more information or support, visit www.crucial.com/gbr/en/memory-ddr4-info.

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.

*Crucial Technology Enablement Program benefits may vary and are available for qualified partners only. A valid Mutual Non-Disclosure agreement with Micron Technology, Inc. is required. For more information, visit www.crucial.com/gbr/en/memory-ddr4-info.

**Limited lifetime warranty valid everywhere except Germany and France. In these countries, warranty is valid for ten years from date of purchase.

©2014 Micron Technology, Inc. All rights reserved. Information is subject to change without notice. Crucial, and the Crucial logo are trademarks of Micron Technology, Inc. All other brand or product names are trademarks or registered trademarks of their respective holders. Product performance and efficiency improvements are noted as comparisons between DDR3 and DDR4 memory technologies at their introduction. Upon introduction, DDR3-1066 operated at 1.5V and had an estimated component density of 8Gb, compared to DDR4-2133, which will operate at 1.2V and have an estimated component density of 16Gb. When voltage reductions and all other energy-saving DDR4 features are factored in, DDR4 modules are projected to consume up to 40% less power.

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