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Crucial DDR4 Server Memory Now Available

New DDR4 Server Modules Increase System Performance, Speed, and Bandwidth

Multimedia Elements:

- [Crucial Image Gallery](#)
- [Crucial DDR4 Server Memory Product Flyer](#)
- [Crucial DDR4 Server Memory Product Page](#)

Boise, ID, and Glasgow, UK, 2 June, 2014 – Crucial, a leading global brand of memory and storage upgrades, is now shipping DDR4 server memory. Designed to enable next generation enterprise environments with increased speed, bandwidth, and energy efficiency, Crucial DDR4 server memory modules are available for immediate purchase through select global channel partners and at crucial.com.

The modules are up to twice as fast and deliver 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), and are expected to get even faster as the technology matures. Operating at 1.2V, Crucial DDR4 server memory uses up to 20 percent less voltage than DDR3 technology when it was introduced (1.5V). In addition, Crucial DDR4 server memory can be up to 40 percent more energy efficient than previous generations of DDR3 memory, when coupled with other technologies introduced with DDR4. Crucial DDR4 server memory is optimized for future Intel® Xeon® processor E5-2600 v3 product family-based systems.

“The speed and efficiency benefits of DDR4 technology mark a significant advancement in server computing,” said Shannon Poulin, Vice President of Intel’s Data Center Group. “As a brand of Micron, Crucial not only understands the technology needed to support the evolution of computing ecosystems, but also how to best service the needs of our mutual channel customers. We’re thrilled to continue Intel’s collaboration with Crucial, as we reach yet another milestone in enabling next-generation server platforms together.”

“Data-intensive server applications continue to require higher densities of memory as they struggle to meet ever-increasing and more demanding workloads,” said Michael Moreland, worldwide product marketing manager, Crucial. “Crucial DDR4 memory modules, coupled with Intel’s next generation of Xeon processors, push speed and bandwidth capabilities to a new level to meet these needs and deliver increased performance and efficiency to the entire server infrastructure.”

Qualified enterprise and server customers can receive enhanced support for Crucial DDR4 and other eligible DRAM modules by participating in the Reliance Program.* For more information on the program’s exclusive benefits and support, including service call reimbursement, on-site spares, and a dedicated technical support hotline, visit www.crucial.com/usa/en/memory-server. All Crucial memory is backed by a limited lifetime warranty.** For more information on Crucial DDR4 memory, visit www.crucial.com/usa/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/usa/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 Reliance Program benefits may vary and are available to qualified North America and EMEA customers only. For more information, please contact Relianceinfo@micron.com

**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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