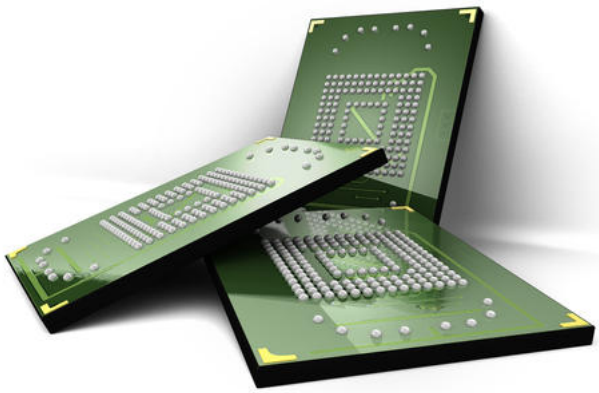
Embedded multimedia card solutions designed for the automotive industry



Micron Technology, Inc. announced embedded multimedia card (e•MMC™) solutions optimized for the automotive segment. Earlier this year Micron announced the expansion of its e•MMC portfolio for a wide range of industrial applications and other key embedded markets. The announcement of automotive e•MMC 4.41 product line highlights Micron's offering tailored to the automotive sector, providing the most innovative, most reliable and highest quality memory solutions on the market.

Micron's automotive e•MMC solutions provide the quality, innovation and service required by the market; long-term customer support; and commitment to a zero-defect development approach. Micron's automotive e•MMC product line supports navigation and infotainment applications, such as detailed maps with full 3D and building information, traffic monitoring , meteorological information, car radio and multimedia, satellite radio, E-call and voice recognition.

Micron's commitment to automotive quality is fully incorporated throughout the manufacturing, development, and qualification phases of e•MMC memory, ensuring robustness and reliability for today's growing automotive needs. Micron's e•MMC devices simplify system designs for infotainment manufacturers, replacing the complex management of a stand-alone NAND with an easy MMC interface governed by an international standard.

Micron's automotive e•MMC 4.41 product features include:

- Available in 100-ball, 1mm pitch and 153-ball/169-ball, 0.5mm pitch BGA packages that adhere to the JEDEC standard, easing the design and validation process that is critical to the fast pace of product development in the automotive segment today
- Provides a wide range of densities (4GB–64GB), in line with quality and reliability requirements in the automotive marketplace

- Includes an integrated NAND controller that offers more robust NAND management and memory optimization compared to discrete NAND devices
- Offers flexible configuration in light of key automotive customer requirements such as performance, reliability and data protection

Micron Technology, Inc.
www.micron.com [1]

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Links:
[1] http://www.micron.com