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Micron Announces Participation at electronica 2012

Micron to Demo Latest Embedded Memory Technology Solutions in Automotive, Industrial and Networking and Storage Segments

BOISE, Idaho, Oct. 24, 2012 (GLOBE NEWSWIRE) -- Micron Technology, Inc. (Nasdaq:MU), one of the world's leading providers of advanced semiconductor solutions, today announced that they will attend [electronica 2012](#), November 13-16, 2012 in Munich, Germany. A number of key Micron executives from the US and EMEA will be on-site at the event to discuss memory as an increasingly strategic component of embedded design. Micron will also bring a dedicated team of specialists with expertise in the automotive, industrial and networking & storage segments to engage audiences in product demonstrations and a look ahead at memory innovations for 2013.

"The apps-driven, increasingly connected intelligent world continues to fuel dramatic memory growth across a range of vertical applications," said Thomas Eby, vice president of Micron's Embedded Solutions Group. "Micron is committed to bringing innovation to its embedded memory solutions by partnering with leading players in these vertical segments, many of which we're pleased to be showcasing this year at electronica. And while driving innovation, Micron remains equally committed to enhancing the quality of our products and our world-class customer service."

Micron's Commitment to the Automotive Segment

Micron offers the broadest set of memory solutions to today's automotive electronics industry and will be highlighting a number of innovations at electronica. Micron is the only large memory supplier offering a full range of options and innovative technologies, both volatile and nonvolatile, for each key application segment. Quality and compliance are top of mind for Micron, moving beyond ISO/TS certification in order to achieve the highest reliability in the most mission-critical applications. With strong ecosystems partnerships, Micron is dedicated to meeting the needs of the automotive electronics industry and many of their joint solutions will be showcased at electronica.

Micron's Product Longevity Program

Key to the electronica audience, Micron's [Product Longevity Program](#) (PLP) is designed to provide stable memory architectures for long-life applications like those in the automotive, industrial, medical, and aerospace. Visitors can stop by the Micron booth to learn more about PLP and the range of DRAM, NAND, and NOR devices available for a minimum of 10 years.

On Display with Micron at electronica

In [Hall A6 at Booth 256](#) in the electronica Embedded Systems and Automotive hall on the Expo floor, Micron will be conducting [SSD](#) vs. HDD laptop demonstrations. Automotive displays at the booth will include infotainment and vision systems, dashboards, and navigation units. Micron experts will also be on hand to discuss the latest innovations around [eMMC](#) memory and [Phase Change Memory](#) technologies for the embedded world.

To register for the event: <http://www.electronica.de/en/home/visitor/prices-registration/online-ticket-registration>

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.

The Micron Technology, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=6950>

About electronica

electronica is [the world's leading trade fair for components, systems and applications](http://www.electronica.de). For more information, visit www.electronica.de.

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