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## Micron Outlines Vision for IoT and Industrial Computing in Nuremberg

### Announces collaboration with German-based Hyperstone for highly-reliable flash storage solutions for telecoms, networking and embedded applications

NUREMBERG, Germany, March 06, 2017 (GLOBE NEWSWIRE) -- **Embedded World Show (Hall 3A, Booth #520)**: The rapid onset of automation and IoT is causing many industries to adapt to a new reality. From factory automation, transport and logistics, energy distribution through to smart cities, the digitization of processes is requiring organizations to rethink both their IT and operational technology infrastructures to provide greater uptime and security. But technology evolution here is more complex than fast-moving consumer segments; the equipment that delivers these new features must last for several years and withstand a variety of demanding conditions. At the show, Micron will be outlining its vision for why designers in industries like industrial IoT must make careful choices to ensure their products meet these demanding requirements.

#### New ruggedized storage for industrial applications

Together with Lake Constance-based controller partner, Hyperstone, Micron is also announcing a new product for networking, telecoms and industrial IoT environments that will be showcased in the Hyperstone booth.

- | The new embedded USB (eU500) is a ruggedized storage device that enables very fast boot-up times and data logging capabilities for the most demanding environments. For example, in the mobile industry, the eU500 helps enable mobile operators to maximize the uptime of base stations deployed in remote, unmanaged locations where fast reboot times are needed to approach the goal of 99.999% network operating uptimes. They also support easy upgrades to new mobile radios; a necessity as networks are enhanced with new speeds and service offerings over their multi-year lifetimes.
- | The eU500 ships in densities from 4GB up to 32GB densities and is available today direct from Micron and its distribution partners.

#### The role of memory is increasing in industrial design

The number of smart connected devices continues to grow, opening up a new era of economic growth and competitiveness. To take advantage of these opportunities, industrial customers require technology that is scalable, power efficient, and able to access data very fast—advantages that memory solutions are best positioned to address. As data growth increases and solutions become more specialized, memory and storage solutions are becoming strategic differentiators for our customers and partners and making possible a range of breakthrough capabilities from autonomous driving to virtual reality. Learn more about Micron's solutions for industrial computing and automation [here](#).

#### Show Highlights:

- | Visit Micron in Hall 3A, booth #520 to hear about the latest in industrial embedded memory and storage solutions for IoT.
- | Micron's IoT Security lead Jeff Shiner will be presenting on the 'Evolving Use Cases of Memory Solutions for IoT Edge Computing' on Wednesday March 15th from 5:00-5:30pm CET, during [Session 14, Internet of Things IV: Virtual and physical devices](#).
- | Micron will also be showcasing its newly announced embedded USB solutions for telecoms, networking and industrial IoT at its development partner Hyperstone's booth in Hall 1, booth #301.
- | See Micron's Industrial SSD and microSD solutions for demanding 24/7 applications such as [industrial IP video surveillance](#). Learn more about the demands that continual write cycles make on flash storage media, and how Micron has engineered industrial solutions for long-life and high-reliability.
- | For more information on the new embedded USB (eU500) storage solution, please see Hyperstone's release: <https://www.hyperstone.com/en/Micron-chooses-Hyperstone.html>

#### About Micron

Micron Technology (Nasdaq:MU) is a world leader in innovative memory solutions. Through our global brands — Micron, Crucial®, Lexar® and Ballistix® - our broad portfolio of high-performance memory technologies, including DRAM, NAND, NOR Flash and 3D XPoint™ memory, is transforming how the world uses information. Backed by more than 35 years of technology leadership, Micron's memory solutions enable the world's most innovative computing, consumer, enterprise

storage, data center, mobile, embedded, and automotive applications. Micron's common stock is traded on the Nasdaq under the MU symbol. To learn more about Micron Technology, Inc., visit [micron.com](http://micron.com).

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Contacts:

Media Relations

Marc Musgrove

[mmusgrove@micron.com](mailto:mmusgrove@micron.com)

(208) 363-2405

Investor Relations

Ivan Donaldson

[idonaldson@micron.com](mailto:idonaldson@micron.com)

(208) 368-4093