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Micron Accelerates Edge Storage for Video Surveillance, Announces New Collaborations to Increase Adoption

New industrial microSD cards designed for commercial and enterprise surveillance deliver cost savings, ease system design and speed deployments

SHENZHEN, China, Oct. 31, 2017 (GLOBE NEWSWIRE) -- Micron Technology, Inc. (Nasdaq:MU) today announced a full portfolio of edge storage solutions for video surveillance that will enable new deployment models and reduce total cost of ownership for both commercial and enterprise use cases. The new industrial-grade microSD products will be available in 2018 and will leverage Micron's 3D NAND technology, providing up to 256GB of ultra-high-density storage.

Micron's new solutions give system designers unprecedented freedom in the design of large distributed video surveillance systems. This architectural approach enables large amounts of video to be stored at the network edge, with a unique level of reliability for 24x7 video recording.

In addition, Micron today announced collaborations with the Shenzhen Security and Protection Industry Association (SSPIA) and China channel partner, Jinyu Global, to speed deployment of the new Micron-based solutions regionally.

"The video surveillance industry is unique as its customers demand consistent recording performance over years of use," said Jeff Bader, vice president of the Embedded Business Unit at Micron. "Edge storage improves the economics of this high-growth market and delivers value for camera OEMs, system integrators and end customers by improving video quality and increasing network reliability. Our collaborations with Jinyu and with the industry association in Shenzhen will help ensure that Micron is aligned with industry standards while expanding its storage offerings and presence in China and beyond."

Edge video — defined by the ability to store data or video content within a camera versus in a centralized recording facility across the network — is the future of IP video surveillance applications. By leveraging Micron's highly reliable local microSD card storage, system integrators can optimize designs that factor in IP network load and capacity availability, recording redundancy and mobile access. Additionally, IHS Markit, a global business information provider, forecasts that the global market for video surveillance equipment will be worth \$19.7 billion in 2020*.

Edge Storage: Higher Densities of Highly-Reliable Storage

Most microSD cards are designed for consumer applications, such as digital cameras and car dash cams, and are not suitable for continuous, 24x7 recording over years in harsher environments. In contrast, the new Micron industrial microSD cards are designed specifically to meet the demands of surveillance edge storage use cases and feature:

- | Storage densities of 32GB, 64GB, and forthcoming ultra-high-densities of 128GB and 256GB, which enable more video to be stored at the edge, giving system designers increased flexibility
- | Over three years of high-quality, continuous, 24x7 video recording in a wide range of temperatures and environments
- | Technology for the cards to self-monitor and provide information on card usage and expected useful life remaining for each card
- | Special firmware designed for continuous video recording, which minimizes frame drops and video loss

The ultra-high-density products are possible because of leading-edge process technology — in this case, 64-tier 3D NAND technology produced at Micron's Singapore fabs. This technical leadership is enabling Micron to introduce innovative storage solutions for new markets, such as industrial video surveillance.

Ecosystem Enablement for Partner Innovation

Accelerating industry momentum for the system solutions, Jinyu Global has seen early customer success. Additionally, Micron is entering into a strategic collaboration with SSPIA as a technology advisor and will work jointly with the association to provide cutting-edge solutions to China's surveillance industry.

"We are excited to add Micron edge technology to our portfolio of surveillance storage solutions," said Charles Zhang, vice

president for Jinyu. "This technology will help educate system designers and solution providers to understand the value of integrating edge storage into future projects to increase reliability and lower TCO."

"Micron truly understands surveillance use cases, and launching edge storage solutions on advanced flash memory technology will change the way video is captured and stored in future surveillance deployments," said Michael Yang, vice president for SSPIA. "We view our strategic technical collaboration with Micron as a way to educate and promote edge storage, and to better meet China's future needs in video surveillance."

"Customers across Europe are increasingly asking for edge storage to meet the demanding requirements of 24x7 recording," said Michaël Uyttersprot, Technical Marketing Manager, EMEA Embedded Vision at Avnet Silica. "They are also asking for higher densities that will enable longer timespans of video surveillance footage to be retained in cameras at the edge. We look forward to discussing how Micron's 3D NAND addresses these needs at the upcoming SecTech show in Sweden."

Availability:

The 32GB and 64GB versions of the Micron industrial microSD cards are available now. The 128GB and 256GB versions are scheduled to begin general sampling in early 2018 and volume shipments by the second quarter of 2018.

For more information:

- 1 Learn more about Micron's industrial microSD cards at Micron.com/surveillance
- 1 Repon, a leading manufacturer of ball-bearing slides used in data center racks and furniture, [deploys](#) Micron edge video storage systems at its facility in southern Taiwan with systems integrator Apogear.
- 1 Micron will also discuss its video surveillance technologies at the upcoming [SecTech Conference](#) in Stockholm, Sweden, November 21-22 (booth 01:74).

About Micron

We are an industry leader in innovative memory and storage solutions. Through our global brands — Micron[®], Crucial[®] and Ballistix[®] — our broad portfolio of high-performance memory and storage technologies, including DRAM, NAND, NOR Flash and 3D XPoint™ memory, is transforming how the world uses information to enrich life. Backed by more than 35 years of technology leadership, our memory and storage solutions enable disruptive trends, including artificial intelligence, machine learning, and autonomous vehicles, in key market segments like cloud, data center, networking and mobile. Our common stock is traded on the NASDAQ under the MU symbol. To learn more about Micron Technology, Inc., visit www.micron.com.

**Information based on IHS Markit, Technology Group, Video Surveillance Intelligence Database, August 2017. Information is not an endorsement of Micron. Any reliance on these results is at the third party's own risk. Visit technology.ihs.com for more details.*

Public Relations Contact:

Marc Musgrove

+1 (208) 363-2405, mmusgrove@micron.com

Investor Relations Contact:

Shanye Hudson

+1 (208) 492-1205, shudson@micron.com