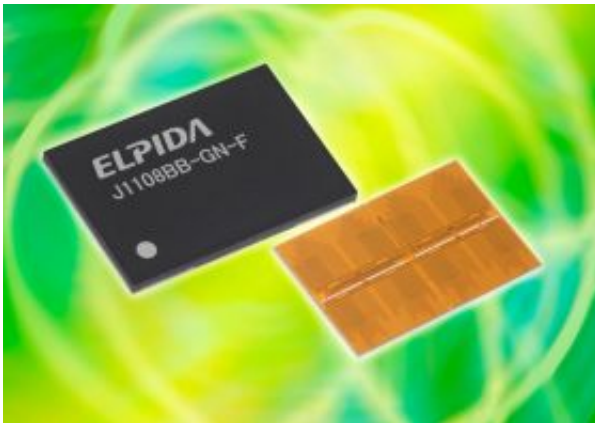


Elpida Develops Top-Tier Power Efficient 2Gbps High-Speed DDR3 SDRAM

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Elpida Memory, Inc., Japan's leading global supplier of Dynamic Random Access Memory (DRAM), announced today that it has developed a top-tier power efficient 1 Gigabit DDR3 SDRAM, which is capable of operating at an ultra-fast speed of 2 Gigabits per second (Gbps). By reducing power consumption to around the lowest possible level the new high-performance environmentally friendly DRAM marks an important milestone in Elpida's aggressive development of eco-products.

Currently, the industry's fastest standard DDR3 SDRAM, the DDR3-1600, supports a data transfer rate of up to 1600 Megabits per second (Mbps) while operating at 1.5V.

The new DDR3 SDRAM developed by Elpida uses 35% less operating current compared with the company's existing products and can support an operating speed of 2Gbps, which is considerably faster than the industry standard of 1600Mbps at 1.5V. Also, in response to demand for next-generation low-power products Elpida's new device can operate at 1600Mbps using 1.35V.

Elpida's new DDR3 SDRAM is based on advanced 65nm process technology. Sample shipment will start in September 2008 with mass production expected to begin the next month in October.

To meet today's dual demand for lower power consumption and faster speeds, Elpida will provide its new energy efficient DRAM product for such target applications as servers, the growing number of DDR3-model PCs, digital TVs that need to rapidly process high-resolution images and the upcoming Blu-ray disc recorder growth market.

Source: Elpida

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