

Press Release (Translation)

Release of Elpida 90nm process DDR2 technology High quality memory chips aid production of high speed memory modules

Elpida Hong Kong is proud to announce the release of 90nm process DDR2 device into the DRAM market. The latest chips allow the production of high speed (EXPRESS) DDR2 modules. The technological advancement provides PC users a new choice in the DDR2 modules market. The full speed performance of DDR2 is now made available to everyone at low cost.

Elpida, a joint venture of NEC and Hitachi established in 1999, has been focusing in research, development and manufacturing of DRAM for the past five years. The zest of professionalism and quality from the mother companies' continues in the joint venture. Today, Elipda possesses the state-of-the-art manufacturing technology and the mass production ability in Hiroshima, Japan (One 8 Inch Fab/Two 12 Inch Fab). The company is highly recognized in the electronics industry and is ranked to be one of the top 5 DRAM suppliers in the world.

As the PC generation starting to favor DDR2 from DDR1 modules, Elpida is proud to announce the release of the latest DRAM technology, 90nm process DDR2 device. This breakthrough from Elpida demonstrates to other DRAM suppliers that production volume and product quality is not necessary a tradeoff. The 90nm technology allows DDR2 chips to be mass produced with tight quality acceptance criteria. Common PC users can experience the true power of DDR2 modules.

For example, the CL level of the most common DDR2 533Mhz modules in today's market is 4-4-4; however, today's module technology is unable to process 90nm, leading to the incapability of CL level to lower to 3-3-3 (Note: the lower the CL level, the better the performance). Due to this fact, consumers are still unable to experience the significant performance difference of DDR2 modules with the older DDR1 technology. Nonetheless, today, consumers can finally experience the unleashed power of DDR2 with the high quality process technology provided by Elpida. When the module production manufacturers can support Elpida's latest 90nm DDR2 device, CL level would be easily reach the expectation of 3-3-3 and will certainly lead to the full experience of EXPRESS. In order to expedite DDR2 to enter the EXPRESS series, Elpida is now proud to announce the first type of DDR2 EXPRESS MODULE with SyncMAX. As 90nm eventually becomes the mainstream of DDR2 process, DDR2 EXPRESS (CL level 3-3-3) will soon become the most favorable choice of upgrade for DDR1 user.

In order to fulfill the diverse needs of different PC users, Elpida is currently expanding the high technology market. Other than DDR2, Elpida will soon release the latest technology of DDR3 & FB-DIMM (Fully Buffer DIMM) in the near future.