

## Press Release

### **Utilization of 90nm process device in SyncMAX DDR2 Express Series Demonstrate the high quality operation of Low Latency, Unleashed the true power of DDR2**

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SyncMAX is one of the most well-known brands of high quality PC memory module, 100% made in Canada. The product achieves a high quality standard by exercising tight quality control throughout the entire product development cycle from research, design, assembly to testing. SyncMAX is produced by Concord Idea Corporation, a company established since 1986. Throughout the years, Concord Idea focuses on the development of computer memory modules and its related technology in chips testing, module production and module testing. Concord Idea Corp's diverse and in-depth experience in memory module keeps the company at the forefront of the PC memory industry.

Today, Concord Idea, along with memory chips manufacturer, ELPIDA and distributor, NewWay Electronic, proudly announce the release of SyncMAX DDR2 Express product line. SyncMAX Express DDR2 memory modules utilize ELPIDA's latest 90nm chips. The high quality chips from ELPIDA and top module production technology from Concord Idea assures the delivery of speed and reliability in memory modules that PC users have been long for.

DDR2 technology is far ahead of DDR1 in terms of performance and operation. However, a large number of consumers are still using the older DDR1 memory modules. Nowadays, the fastest module has already reached DDR2-800. Some of the modules even hit the performance of DDR2-1066. Nevertheless, due to the high latency on DDR2 modules, PC users can hardly experience the significant difference in performance between DDR1 and DDR2.

Today, Concord Idea has removed the latency restriction in the traditional DDR2 modules. The SyncMAX DDR2 Express Series are DDR2 low latency modules made available in volume production. The continuous research and development from Concord Idea, together with the innovation of the 90nm chips from Elpida, has made reliable DDR2 memory modules available with latency as low as 3-3-3-8. These low latency modules will no longer be slowed down by high CL level, thus, unleashing the true power of DDR2. The SyncMAX Express from Concord Idea allows users to enjoy the full power of DDR2.

SyncMAX Express is designed for all PC users. The advantage of being able to mass produce low latency modules allows each and every PC users to enjoy the power of DDR2 at low cost. High performance and low latency is definitely the future path for DDR2 memory module. Today, SyncMAX is proud to bring the future performance of memory modules to all PC consumers through SyncMAX Express.



The followings are SyncMAX Express Series overview:

SyncMAX 533Express

- DDR2 533MHz at 3-3-3-8 low latency
- DDR2 667MHz at 4-4-4-12

SyncMAX 667Express

- DDR2 667MHz at 3-3-3-8 low latency
- DDR2 800MHz at 5-5-5-15

SyncMAX 800Express

- DDR2 800MHz at 4-4-4-12 low latency
- DDR2 1066MHz at 5-5-5-15

SyncMAX Express is proud to be the fastest memory modules mass produced by Concord Idea.