

PRESS RELEASE

UBM TechInsights announces finalists for Insight Awards' Most Innovative Memory Product

Finalists reflect leading edge design in memory

OTTAWA, November 3, 2011/PR Newswire/ -- UBM TechInsights, the leader in technology and IP consulting, is pleased to announce the finalists for the Insights Awards' Most Innovative Memory Product category. The Insight Awards are the only industry-recognized program to celebrate engineering design and innovation and the finalists for this category have delivered leading edge memory products to a very competitive market.

"UBM TechInsights received several highly qualified submissions for this year's Insights Awards, and in particular the Most Innovative Memory Product category. The finalists in this category have demonstrated their ability to push memory design to a new level with accomplishments ranging from the introduction of NAND at the 2Xnm process node to delivering higher performance memory solutions built for today's evolving technology needs", said Harry Page, CEO of UBM TechInsights. "Previous winners of this category include IMFT and Samsung. I look forward to working with our judging team in determining the winner of this year's Most Innovative Memory Product."

The four finalists for the Most Innovative Memory Product category are:

- Intel 710 Solid-State Drive

For updating their X25-E Extreme SSD from using Single-Level Cell (SLC) NAND flash to their 25nm MLC NAND flash memory; Intel's newest 710 series SSD is the only SSD nominated for this award.

- MoSys MSR576 Bandwidth Engine IC with 1T-SRAM

MoSys receives their first Insight Awards finalist nomination for the MSR576 Bandwidth Engine IC with 1T-SRAM. This unique device is a high performance memory solution for next-gen networking applications built with MoSys' proprietary 1T-SRAM memory core.

- Everspin MR4A16B Parallel MRAM

Everspin receives their first Insight Awards finalist nomination with the MR4A16B Parallel MRAM device. Their industry-first 16Mb MRAM device features 35ns access times with unlimited read/write cycles. Developed under a more advanced lithography, the

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MR4A16B features a scaled down magnetic bit cell and a larger array all contained in a new package.

Intel-Micron (IMFT) 20nm 8GB MLC NAND Flash

- Intel and Micron Technology jointly nominated their latest MLC NAND device as the first device manufactured at the 20nm process node. IMFT has proven themselves as a leader in the Flash manufacturing process, winning last year's Insight Award for Most Innovative Memory Process Technology for their 25nm 64Gb (8GB) MLC NAND Flash.

About UBM TechInsights

UBM TechInsights provides professional services and essential intelligence to manage technology and Intellectual Property (IP) portfolios. With over 20 years of experience in technical analysis and IP matters UBM TechInsights provides a comprehensive IP management process that delivers maximum strategic advantage and financial returns for customers around the world. The company provides information and customized services in IP, Technical Intelligence, and Business Intelligence for each stage of the IP lifecycle. Global markets served include Automotive, Clean Technologies, Consumer Electronics, Investment, Legal, Medical Devices, Semiconductors, and Software. For more information, please visit www.ubmtechinsights.com.

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