

## **Swissbit at embedded world: Hall1, Booth 516**

### **Storage Solutions for all Industrial Applications**

**Bronschhofen, Switzerland – January 9, 2012** – At embedded world, in hall 1, booth 516, Swissbit will present its industrial DRAM memory modules in COB (Chip-On-Board) and SMT (Surface Mount Technology), available in DRAM, SDRAM, DDR, DDR2 und DDR3 technology. The Flash industrial products include CompactFlash (CF), CFast Serial Flash, MultiMedia Cards (MMC), Secure Digital Cards (SD), Solid State Drives (SSD) and USB products. Customized for the industrial market, the Swissbit memory solutions combine a long life time, high reliability, excellent vibration and shock tolerance, extended temperature range and long life cycle with a controlled Bill of Material (BOM).

Swissbit presents its new products, the **C-400 series CompactFlash™ card** and **F-200 series CFast™ card** (or SATA CompactFlash™). These products offer maximum available reliability for non-volatile memories thanks to read disturb management and impressive random accesses of up to 600 4k random write IOPS (input/output operations per second) coupled with optimised TCO (total cost of ownership). The S.M.A.R.T. values permit complete transparency and, in conjunction with other monitoring methods (e.g. life time monitoring), help to keep field problems to an absolute minimum. The C-400 CompactFlash™ and the F-200 CFast™ cards are available in bit densities of up to 64GB with cutting-edge SLC technology.

As a co-exhibitor at the Swissbit stand, the microprocessor and microcontroller developer **Hyperstone** presents its SSD and Flash memory controllers, processors and microcontrollers, which are based on a proprietary RISC/DSP architecture. The Hyperstone boast outstanding RISC/DSP performance, maximum reliability and robustness plus minimal power consumption.

**Contact persons at the booth:**

Marion Reithmeier, Sales and Marketing Coordinator, Swissbit AG

Tommaso Rando, Vice President Sales and Marketing EMEA, Swissbit AG

# # #

**About Swissbit:**

Swissbit is the largest DRAM memory module and Flash storage device manufacturer in Europe. Created from a management buyout of the Siemens HL Business Unit in 2001, Swissbit has today facilities in Switzerland, Germany, Japan, and the United States. Swissbit offers industrial DRAM memory modules in all popular technologies and Flash industrial storage product families including SSD (SATA and PATA interfaces), m-SATA, slim-SATA, CFast, CF, SD, uSD, MMC and USB. All Swissbit products meet highest quality criteria and RoHS and REACH directives. The target markets for the Swissbit products are industrial electronics, automotive, railway technology, wired telecommunications, medical electronics as well as aerospace/defense. Additional company and product information is available at [www.swissbit.com](http://www.swissbit.com).

Swissbit is a registered trademark of Swissbit AG. All other trademarks referred to herein are the property of their respective owners.

**Press contacts:**

**Swissbit AG**, Marion Reithmeier, Sales and Marketing Coordinator

Industriestr. 4-8, 9552 Bronschhofen, Switzerland

ph : +41 (0) 71 913 0301, fax : +41 (0) 71 913 0315, mobile: +41 (0) 79 833 2147, Email: [marion.reithmeier@swissbit.com](mailto:marion.reithmeier@swissbit.com)

**Agentur Lorenzoni GmbH**, Public Relations, Landshuter Str. 29, 85435

Erding; ph. +49 (0)8122 559170, [www.lorenzoni.de](http://www.lorenzoni.de)

Christine Schulze, [christine@lorenzoni.de](mailto:christine@lorenzoni.de)