

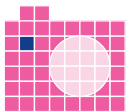


DRAM Solutions for All Digital Consumer Device Needs

In the transition from analog to digital, advanced digital consumer devices have become part of our daily lives, and we are now exchanging information in many ways.

To help this transition, Elpida Memory offers a diverse lineup of DRAM architectures for digital consumer devices including SDRAM, DDR SDRAM, DDR2 SDRAM and XDR™ DRAM.

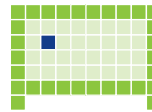
■ Digital Still Cameras



Digital still cameras require excellent picture quality, high functionality, and efficient power consumption.

Operating at high speeds and with low power consumption, x32-bit I/O SDRAM is ideal for the strict space requirements of today's digital still cameras.

■ Set-top Boxes & Digital TVs



With the launch of digital broadcasting, the set-top box and digital television markets are expanding rapidly.

Elpida Memory supports these markets with an extensive lineup of memory products, including SDRAM, DDR SDRAM, DDR2 SDRAM and XDR DRAM.

■ Digital Players



The digital audio player and the portable media player have increased in popularity due to price-reduction, an increase in choices for consumers, and the popularization of broadband.

To meet market demand, we provide x16/x32-bit SDRAM, DDR SDRAM and x16-bit DDR2 SDRAM.

■ Digital Video Cameras



Improved picture quality and miniaturization are the demands driving the digital video camera market.

Video processing can be optimized by using x16-bit or x32-bit I/O SDRAM, or DDR SDRAM. We also provide "Bare Chip" products for use in SIP design implementations.

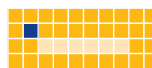
■ Printers



Printers are essential to home PC life: we use them for a wide range of personal printing needs. Digital multifunction printers ("All-in-Ones") are now commonplace as well.

Our SDRAM lineup, ranging from 16Mb to 256Mb, and DDR SDRAM covers all your printer needs.

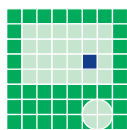
■ DVD/Personal Video Recorders



DVD/personal video recorders are increasingly a part of modern life, changing how we enjoy video.

Elpida offers a broad selection of memory that matches digital recording equipment requirements, including: SDRAM, DDR SDRAM and DDR2 SDRAM.

■ Car Navigation Systems



Today, car navigation systems not only tell you how to get to your destination, but also provide a range of other functions.

With its wideband data transmission capabilities, DDR/DDR2 SDRAM can accommodate increasingly sophisticated functions. We also provide Wide Temperature Range (WTR) products that offer the same performance and compatibility as standard DRAMs, but under extreme temperatures.

■ Gaming Systems



Gaming systems employ advanced graphics technologies and feature picture quality close to that of film.

Elpida's XDR DRAM realizes the high data transfer rates required for graphic processing, making it ideal for this field.

■ HDDs (Hard Disk Drive)



HDD is used in digital consumer electronics applications as well as in PCs.

We satisfy the demand for high-speed interface with small density SDRAM and DDR SDRAM using Elpida's advanced process tech-

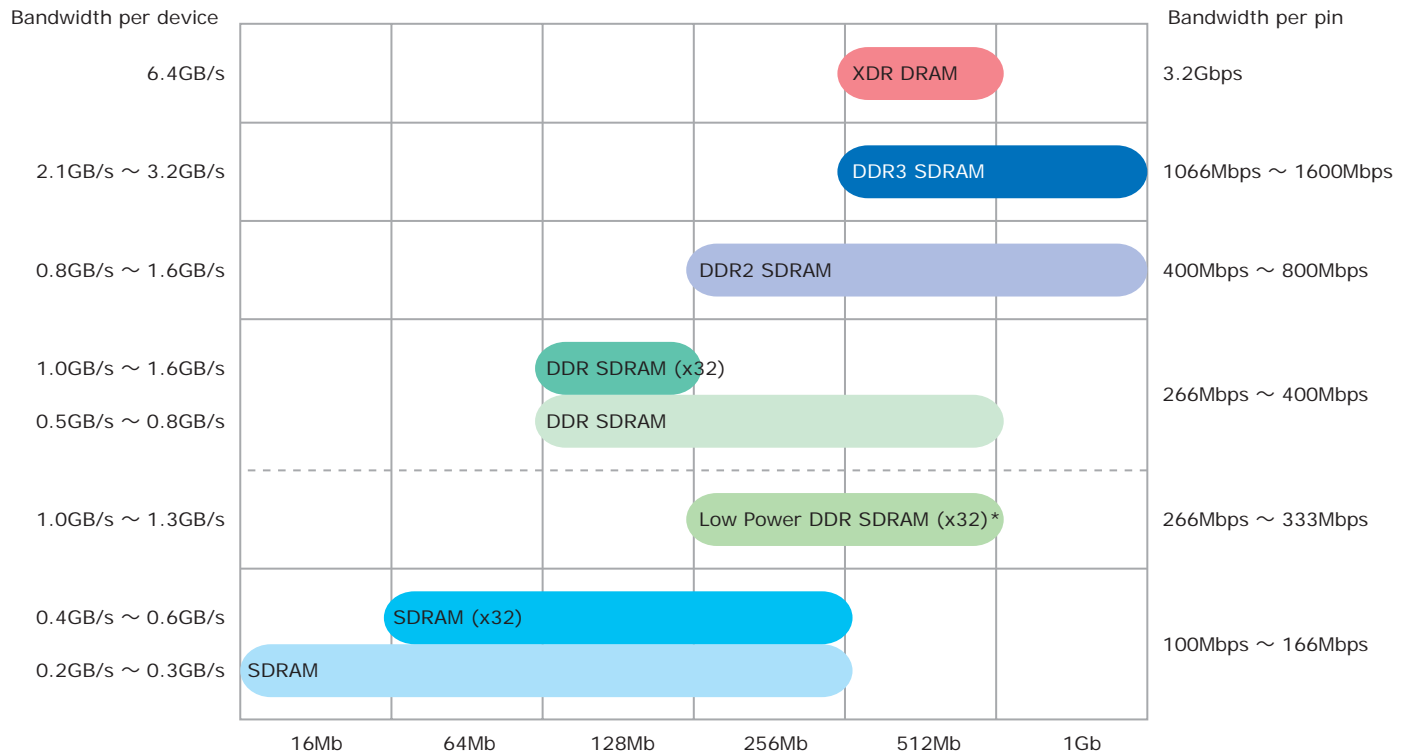


DIGITAL CONSUMER DRAM

ELPIDA

Product Line Up

Elpida Memory's expanded line of Digital Consumer DRAM meets the industry demand for DRAM products in a variety of density and speed options.



* 256Mb : Under development

Low Power Consumption

Low power consumption is essential in digital consumer devices.

Elpida Memory has addressed this need by offering supply voltage reduction options within its DRAM product line.

SDRAM

VDD 3.3V/2.5V/1.8V

DDR SDRAM

VDD 2.6V/2.5V/1.8V

DDR2 SDRAM

VDD 1.8V

Operating Power Reduction

Operating Current (IDD1) Reduction

