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- Communications/Mobile
- Special Reports
- Calendar
- Market Reports

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Ramtron Targets Asia as Largest Target Design-in Region for FRAM Products by 2008

Ramtron International Corp., a leading developer and supplier of nonvolatile ferroelectric random access memory (FRAM) and integrated semiconductor products, today detailed the recent expansion of its Asia Pacific (AP) semiconductor business and its strategy for continued growth. The company also unveiled the semiconductor industry's first 4Mb nonvolatile FRAM memory, which is among the key drivers for future growth in the region.

Sales of Ramtron products within the AP region have grown 99 percent annually from 2001 to 2006, fuelled primarily by utility metering, automotive and RAID controller applications. To foster future growth in the region, Ramtron has recently made significant investments to expand its offices in China, Hong Kong, Taiwan, and Korea, nearly doubling its sales, strategic marketing, and application support staff to create Ramtron's largest regional sales and marketing team.

"Our nonvolatile FRAM products are being designed into a wide variety of applications in the Asia Pacific region," said Michael Hollabaugh, Ramtron's Senior Vice President of Marketing and Sales. "As a result, we have enjoyed dramatic growth in Asia and are continuing to focus our efforts on increasing our design-in activity there. Our Asia Pacific business is expected to grow 50 percent by the end of 2007, and become the company's largest in sales volume by 2008."

AP-Tuned Product Strategy

In addition to investments in its sales and marketing infrastructure, Ramtron has tuned its product strategy to capitalize on emerging opportunities in Asia. The company recently announced automotive grade versions of its stand-alone FRAM memory products, including an ultra high temperature grade 1-qualified device. The company has also expanded its line of FRAM-Enhanced processor companion products that combine commonly-used system peripherals with high-performance nonvolatile FRAM memory on a single chip.

Making additional inroads into the RAID controller market, Ramtron has unveiled the FM22L16—the industry's first 4Mb nonvolatile FRAM memory product, with quadruple the memory capacity available to date. The 4Mb FRAM is a drop-in replacement for standard asynchronous SRAMs, but far superior as it does not require external batteries or capacitors for data backup and is inherently more reliable due to its monolithic form. This new parallel FRAM device combines Texas Instruments' 130nm manufacturing process with Ramtron's advanced FRAM cell architecture to create the highest density FRAM devices available.

Ramtron Asia Pacific Business Facts

- Sales to customers in China in 2006 represented two-thirds of all sales within the AP region.
- Sales in Korea grew 82 percent from 2005 to 2006, driven primarily by automotive applications.
- Sales in China grew 36 percent from 2005 to 2006, dominated by metering applications.
- Sales in Taiwan grew 34 percent from 2005 to 2006, primarily driven by sales to RAID controller manufacturers.



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