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## **Memory Just Got Smaller**

*By Dave Porter*

(AXcess News) Reno, NV - Freescale Semiconductor, Inc., (NYSE: FSL) has just come out with a new magnetic memory chip that stores data like a hard drive only its much smaller, sort of an electronic memory device.

Freescale's chip is called magnetoresistive random-access memory, or MRAM.

Freescale's MRAM chip is supposedly the first of its kind to be able to be mass produced. Others have been toying with making a magnetic memory chip but manufacturing them was another matter.

The MRAM chip has limitations, but it could be used to store the system startup functions of a PC for instance, making boot time minimal.

Freescale's four megabit (Mbit) MRAM product was not announced until the chipmaker could build up enough inventory to meet demand, the company said.

"With the commercialization of MRAM, Freescale is the first-to-market with a technology of tremendous possibilities and profound implications," said Bob Merritt, Semico Research.

MRAM uses magnetic materials combined with conventional silicon circuitry to deliver the speed of SRAM with the non-volatility of Flash in a single, high endurance device.

Shares of Freescale closed up 22 cents at \$28.48 Monday following the news of its MRAM chip.