

Transcend introduces SO-DIMM and Long-DIMM Memory Modules

New wide-temperature memory modules designed for demanding industrial applications

Sydney, Australia, June 29, 2011 – Transcend Information, Inc. (Transcend), a worldwide leader in memory and storage products, now offers a complete line up of industrial-grade SO-DIMM and Long-DIMM modules. Comprised of high-quality DRAM chips and components, the new SO-DIMM and Long-DIMM memory modules from Transcend are an ideal choice for demanding and non-stop applications such as transportation, point-of-sale (POS) terminals, embedded systems, medical computing and industrial manufacturing.

Transcend's industrial-grade SO-DIMM series include DDR, DDR2 and DDR3 memory modules and Long-DIMM modules are available in DDR3 1333MHz memory. To ensure extra stability, all Transcend SO-DIMM and Long-DIMM modules must pass rigorous temperature testing before being deemed ready for operation and released into the market. With industrial range (-40C to 85C) operating temperature flexibility, the new wide-temperature memory modules are specially engineered to maintain high performance even in extreme environments.

With thicker Printed Circuit Boards (PCBs) and 30u" gold contacts that are ten times thicker than standard PCBs, Transcend's wide-temperature SO-DIMM and Long-DIMM modules are durable enough to withstand frequent insertion and removal, and also provide much better signal quality. Additionally, both modules use industrial grade capacitors to ensure stable output voltages. This design allows for more efficient filtering in applications requiring maximum reliability such as safety-critical industrial applications and medical instrumentation.

Transcend's industrial-grade SO-DIMM and Long-DIMM memory modules are now available in Australia and New Zealand and are backed by Transcend's Limited Lifetime Warranty.

RRPs: 4G DDR3 1333 SO-DIMM – AU\$149/NZ\$199, 4G DDR3 1333 Long-DIMM – AU\$149/NZ\$199.

Transcend products are distributed in Australia by Cellnet, Synnex Australia, WestGroup and in New Zealand by Cellnet, Datawell(NZ), Ingram Micro New Zealand, Synnex New Zealand.

About Transcend Information, Inc. Transcend Information, Inc. (Transcend) is a worldwide leader in storage and multimedia products. Headquartered in Taipei, Taiwan, Transcend is a global company with offices around the world with an extensive product portfolio that has grown to include over 2,000 memory modules of every type, flash memory cards, USB flash drives, MP3 players, digital photo frames, portable hard drives, multimedia products and accessories. Transcend products are available for proprietary equipment, as well as for mass marketed PCs. For more information, visit <http://au.transcend-info.com>.

Contacts

Christine Kardashian
+61 2 8084 0705
<mailto:chris@dashpr.com.au>