

Lexar Media on the State of Memory

Written by Marco Attard
21 October 2010

Due to the economic crisis, NAND and DRAM supply is limited but demand is high, says **Lexar Media EMEA Marketing Director Saul Matthews**

. With lot of manufacturer capacity offline, prices increased over 200% in the past last 2 years.



Lexar urges its business partners to create value-added solutions for their customers, such as software trials and discounts or automatic backup and encryption solutions

With its Crucial brand, Lexar also pushes SSD technology. The company's C300 range matches HDD capacities and performance, with SSD's advantages.

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The C300 range comes in sizes up to 355GB.

Matthews says the value proposition is not just Lexar memory, but a combination of technologies to create a consumer systems solution. Nikon includes Lexar encryption technology in a number of its digital cameras.

Watch [Lexar Media Interview](#) with Saul Matthews