

Micron Closes Lexar Business

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29 June 2017



Memory maker Micron announces it is closing down the Lexar removable storage business, the result of company efforts to "focus its increasing opportunities in higher value markets and channels."

The Lexar unit is best known for memory cards, but it also sells USB flash drives, readers and storage drives to retail and OEM customers. Micron adds it will continue supporting existing customers through the transition period and, in case of specific requirements, customers should contact their Lexar sales representative.

But why would Micron close down the Lexar business? Probably due to the narrow margins associated with a market as competitive as removable storage. As such, it makes sense for the company to focus on more profitable segments of the industry, such as higher end graphics memory and storage products.

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