

Tradeshaw Infomercial

Working Title:

“Micron. A World Technology Leader.”

Total Running Time: 2:13

Draft 2

VIDEO	TIME	AUDIO
<p>1. Graphic treatment of DRAM, GDDR3, image sensors, etc. over various world locations where Micron has plants and offices: Singapore, Italy, Japan, U.S., etc. SUPER: Micron logo. Technology Leadership Around the World.</p>	:07	<p>MUSIC:</p> <p>ANNCR: Micron Technology. One of the world’s leading manufacturers of memory semiconductors and CMOS image sensors.</p>
<p>2. Dissolve through shots of worldwide plants. Or locales in countries in which plants are located. SUPER: Appropriate country name.</p>	:07	<p>A global provider, with plants and offices in 16 countries on three continents.</p>
<p>3. Dissolve through two or three product shots.</p>	:08	<p>Focused on high-growth, high-performance semiconductor solutions that make us an invaluable long-term partner.</p>
<p>4. Dissolve through two or three slides of fabs, engineers, etc. SUPER: Breakthrough Technology.</p>	:10	<p>And committed to ground-breaking technology that has led to the introduction of some of the most exciting semiconductor products on the planet. Here are a few</p>

		examples.
5. Dissolve through collage of cell phones, PDAs, servers, etc. SUPER: Networking and Wireless	:03	
6. Dissolve to shot of Q-Flash. SUPER: Q-Flash [®] Memory.		Micron's Q-Flash memory finally gives designers a drop-in compatible second source for Intel StrataFlash.
7. Dissolve to Q-Flash and StrataFlash. SUPER: First second source for Intel StrataFlash [®] .	:08	
8. Dissolve to shot of CellularRAM. SUPER: CellularRAM [™] .		CellularRAM combines DRAM's low cost per bit with the low power consumption of SRAM to create the perfect answer for next-generation cell phones.
9. Dissolve to cell phone and CellularRAM. SUPER: DRAM's low cost + SRAM's low power = perfect answer for cell phones.	:11	
10. Dissolve to shot of RLDRAM. SUPER: RLDRAM [™]		RLDRAM, with its drastically reduced latency, provides the ultra high speed today's networks need.
11. Dissolve to server and chip. SUPER: Ultra fast random access	:08	
12. Dissolve to shot of sexy, high-end, desktop and laptop PCs, MP3 players, etc. SUPER: Computers and Consumer Products	:03	
13. Dissolve to DDR2 chip. SUPER: DDR2 SDRAM		The next step in the evolution of DRAM, DDR2 gives designers all the tools they need to create the next generation of desktop computers, laptops, and servers.
14. Dissolve to collage of desktops and laptops and DDR2. SUPER: The next step in the evolution of DRAM.	:12	

<p>15. Dissolve to shot of Mobile SDRAM. SUPER: Mobile SDRAM</p> <p>16. Dissolve to shot of PDAs, MP3 players, GPS system, etc. and Mobile SDRAM. SUPER: Greater mobility, longer battery life.</p>	<p>:11</p>	<p>While Mobile SDRAM gives handheld, battery-operated applications the features consumers want most: greater mobility and longer battery life.</p>
<p>17. Dissolve to collage of camera cell phones, digital still cameras, the bumper of a car. SUPER: CMOS Image Sensors</p>	<p>:03</p>	
<p>18. Dissolve to series of shots of image sensors and consumer products. SUPER: Full selection for commercial and consumer markets.</p> <p>19. Dissolve through series of 2-megapixel product. SUPER: DigitalClarity™. CCD-like image quality + CMOS advantages.</p>	<p>:18</p>	<p>Micron has adapted its CMOS memory technology to image capture and created a full selection of quality image sensors for the commercial and consumer markets, including our line of DigitalClarity megapixel image sensors that combine CCD-like image quality with all the advantages of CMOS technology.</p>
<p>20. Dissolve through shots illustrating customer service. SUPER: Superb Customer Service</p>	<p>:13</p>	<p>And finally there's our commitment to our customers. Providing them with the products, tools, and personal attention they need to design the imaginative,</p>

		exciting technologies of tomorrow.
21. Dissolve to Micron logo.	:11	To see <i>all</i> of Micron's innovative, quality products and to learn more about us, including the location of the Micron sales office nearest you, visit our Web site at www.micron.com .