

## IMPOSSIBLE TO IGNORE IMPOSSIBLE TO GET?

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**MEMPHIS  
MEMORY  
ESSENTIALS**

**Everything you need to know about the semiconductor memory industry,  
from legacy technologies to latest innovations.**

Brought to you by **MEMPHIS Electronic**, your Memory Competence Center.  
We are posting similar stories regularly on [LinkedIn](#), so follow us there to stay on top of the news.

### DDR4: Impossible to ignore and Impossible to Get?

When you look at the news, it seems that DDR4 is everywhere. Hardly a day or week goes by without updates about price hikes, supply concerns, or speculation about whether or not the big manufacturers will exit from their DDR4 exit. You will find some of them in this newsletter edition, to keep you up to date.

To shine some light on the turbulence in the market, we held a webinar earlier this month in which we looked at long-term production trends, supplier status as well as adoption trends. If you missed our webinar, you should take the time to watch the recording.

While DDR4 is top of mind, Flash memory is also seeing growing concerns. Earlier this year, the announcement of the big three memory manufacturers to end eMMC production shook up the market. Now the surging demand for SSDs to power AI inference could lead to supply constraints in NAND memory. Especially, if High-Bandwidth Flash, NAND flash stacked like HBM, sees a similar boom as HBM.

Navigating the fast-paced world of electronic components takes a knowledgeable team, trust and collaboration. We are convinced we have the best team. In this newsletter edition you can meet our sales and inside sales team.

Enjoy the read and reach out if you have any questions about memory products, prices, or supply.

**WINBOND  
SK HYNIX  
NANYA  
SAMSUNG  
DEMAND  
SUPPLY  
DDR4  
PRICE  
HIKES**



#### Q4 Contract Price Hikes amid DDR4 Supply Squeeze

By Q4 2026, global DDR4 capacity will fall to just 25%–33% of Q1 2025 levels, as Samsung, SK hynix, Micron, and China's leading DRAM supplier phase out production.

Taiwanese makers are moving to seize the supply gap. Nanya Technology is boosting DDR4 capacity by 50% to absorb demand left by global exits, while Winbond has added new lines to produce 8Gb DDR4. At the same time prices have hiked and are expected to increase further in Q4.

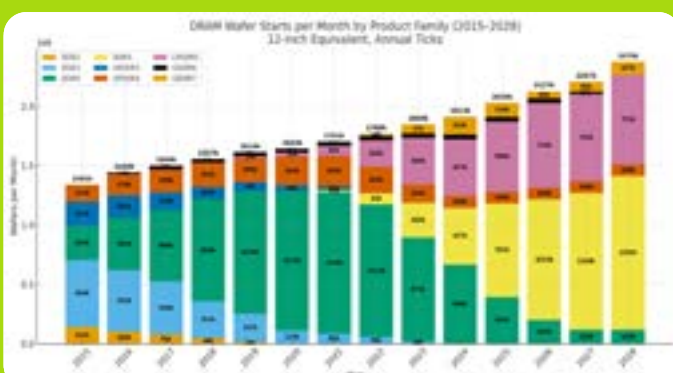
Read more [here](#).

#### DDR4 Prices Continue to Outpace DDR5

According to a price trend report from TrendForce Corp., DDR4 prices have risen more than DDR5, indicating that the impact of the DDR4 EOL announcements by the three major suppliers remains significant in the market.

The average spot price of mainstream chips (i.e., DDR4 1Gx8 3200MT/s) has increased by 0.06% from US\$4.875 end of August too US\$4.878 beginning of September.

Read more [here](#).



#### Webinar replay: Embracing the Shift from DDR3 / DDR4

On September 10, we held a webinar focused on the current transition in the memory market: the transition from legacy nodes, such as DDR3 and DDR4, towards newer technologies is happening at a pace previously unthinkable.

Staying on top of the developments has never been more critical. In our webinar, we provided strategic insights and technical analysis to guide you through these transitions.

The recording is available now!

Watch it [here](#).

#### Micron Freezes Prices for DRAM and NAND

Industry insiders report that Micron has halted quotations to distributors and OEM/ODM manufacturers, covering both DRAM and NAND products, as well as long-term contracts for next year.

Sources indicate that after reviewing customer demand forecasts, Micron identified severe supply shortages and suspended of all product pricing while the company recalibrates its pricing strategy.

Read more [here](#).

If you are concerned about your supply, reach out. MEMPHIS carries memory products of more than 18 different vendors and can help.



#### What Comes After HBM? High Bandwidth Flash?

HBF (High Bandwidth Flash) – NAND flash stacked like HBM – could become a decisive factor for the future of AI. As the report explains, HBF resembles HBM in structure, with dies stacked and linked by through-silicon vias (TSVs). The key distinction is that HBF uses NAND flash in place of DRAM.

Currently, AI is bottlenecked by memory bandwidth and capacity. HBF could help overcome HBM's limited capacity by directly storing large AI models on the GPU. In this framework, HBM functions as a cache for rapid data processing, while HBF stores the massive AI models themselves.

Read more [here](#).



#### Meet our MEMPHIS Sales and Inside Sales Team

Our Sales and Inside Sales teams at MEMPHIS Electronic took a break from the daily routine. They spent an unforgettable day at Phantasialand, one of Germany's most exciting theme parks!

While the roller coasters provided the adrenaline, what truly stood out was the **teamwork, laughter, and connection** that carried the team through the day.

Moments like these remind us that it's not just hard work, but also trust and collaboration that power our team.

Meet the team [here](#).

#### How do you like our monthly newsletter?

Let us know how we are doing and what topics you would like to read more about.

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