



CHANNEL UPDATES

DRAM

Suppliers overall have been actively raising prices in 4Q23, thus compelling some OEMs to initiate restocking.

This development will continue into 1Q24 and help further reduce supplier's inventories.

Kingston will continue to monitor sell thru volume and market pricing in Q1.

NAND

NAND semiconductor vendors continue their push for price increases in the new year.

The market will see NAND constraints in 2024, as the market will start to feel the impact of the semiconductor's production cuts from the prior year.

DATA CENTER SERVER MEMORY

WE'RE MORE THAN A PART. WE'RE A PARTNER. Built-in Partnership. Built for Data Centers.

In today's world, every business has become a data-driven powerhouse. As the hunger for data storage and management grows exponentially, the realms of data centers, cloud services, edge computing, IoT, and co-locations are witnessing an explosive surge in data volumes. Here's where Kingston steps in to empower enterprises like yours, offering a powerful arsenal of meticulously tested, top-notch server memory and SSD solutions. Get ready to conquer the data frontier like never before!

Kingston server memory is a worldwide industry standard for its:

-  Rigorous testing
-  Long-term reliability
-  Stability
-  Dedication to quality
-  High Performance
-  Versatile solutions

Testing: Above and Beyond

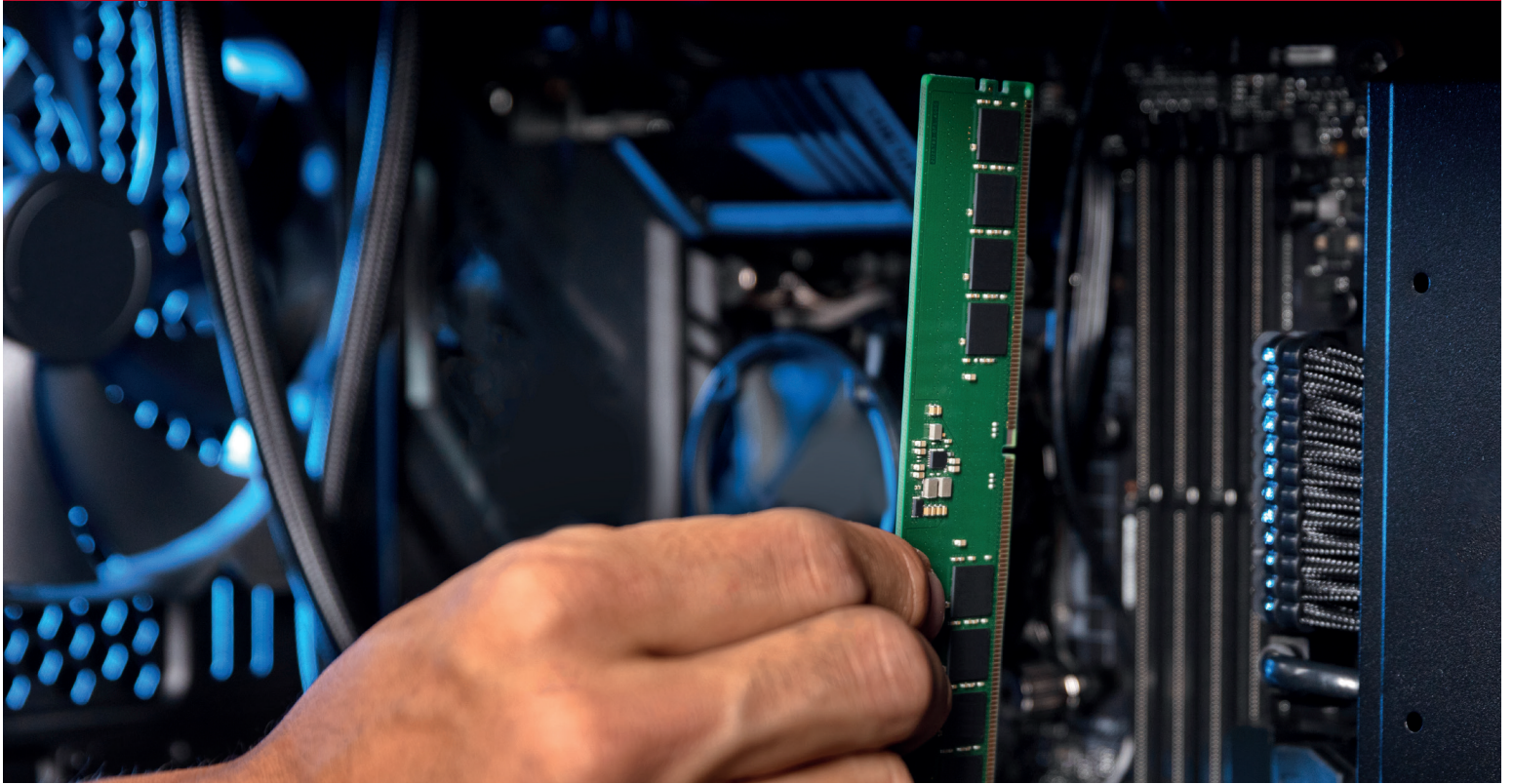
100% testing: Kingston wants to deliver the most reliable memory you can buy. All server modules undergo a proprietary process of three months simulated heavy server use to weed out defects.

Solutions for every need

For Server Premier industry-standard memory for your white box, or true equivalent memory solution for your Cisco, Dell, HPE, or Lenovo-branded server, Kingston has you covered.

An industry leader with 35 years of expertise is ready to support your server memory needs. [Learn more](#)

[more >>](#)



DOES YOUR ORGANIZATION NEED TO UPGRADE OR REFRESH?

Organizations are increasingly recognizing the ecological impact of replacing whole systems and are instead opting for upgrading certain components like DRAM and SSD instead when necessary. Ensuring longevity requires the kind of long-term planning that might have been missed during the pandemic's rush to remote working. By extending the life of devices through upgrading rather than replacing entire systems, organizations can potentially lengthen their tech-refresh cycle from 3–5 years.

Traditionally, many companies have been inclined to regularly replace their equipment, whether computers, servers, smartphones, or other technological devices. Upgrading has helped many organizations to derive more

value and extend the lifetime of existing investments. With hardware and software enhancements, a lot of equipment can support more advanced features despite being older.

How can Kingston support those looking to upgrade their infrastructure?

Kingston Technology supports organizations looking to [upgrade their infrastructure](#) by offering high-performance memory and storage solutions to maximize the performance of existing hardware and extend a device's longevity. But also, their guidance and partnership help organizations find the best solutions.

All plans for upgrades or future-proofing need to have security baked in, and

sometimes you need to review previous purchases with this in mind, correcting previous mistakes. Kingston has a wealth of expertise in memory and storage and can always offer this knowledge to help organizations with their upgrade needs.

Kingston can support upgrades through high performance, quality, and reliable components like SSDs and DRAM for PCs and servers. Data center solutions for storage, and servers. And giving guidance on the best configurations and architectures to future-proof infrastructure.

Read the full article [here](#).

