PRESS RELEASE

MEMPHIS Electronic Adds ADATA to its Memory Portfolio

Long-standing memory specialist now offers the products of one of the leading industrial DRAM and storage providers

Bad Homburg, Germany, 4. November 2026 – MEMPHIS Electronic, the Memory Competence Center with over 35 years of memory experience, today announced the addition of ADATA Industrial, one of the world's leading manufacturers of DRAM modules, SSDs and embedded storage products, to its supplier portfolio. The new partnership further strengthens MEMPHIS' ability to offer customers a broad range of industrial-grade memory and storage solutions while supporting long-term availability, second-source strategies, and supply chain resilience.

Through this collaboration, MEMPHIS Electronic customers will gain access to ADATA's comprehensive portfolio of industrial memory and storage products, including DDR4 and DDR5 DRAM modules, SATA and NVMe SSDs, memory cards, and embedded memory like eMMC, UFS, and LPDDR5X.

"Partnering with an experienced and technically proficient partner like MEMPHIS Electronics marks another exciting chapter in the development and presence of ADATA Industrial in Europe and beyond. "By leveraging their strong market knowledge, we – together with MEMPHIS Electronics and our Key Account team in Europe – expect to further develop ADATA Industrial's products," said Marcel van den Boomen, Key Account Manager at ADATA Industrial for the DACH region.

These products are used in edge AI, industrial automation, transportation, networking, medical, retail, surveillance, and embedded computing applications. In addition, ADATA's manufacturing footprint spans Taiwan, China, India, and South America, giving customers greater freedom to align sourcing decisions with country-of-origin requirements, regional manufacturing preferences, and business continuity objectives.

"Industrial customers increasingly demand robust supply chains and qualified alternative sources without compromising on quality or performance," said

Marco Mezger, Global President of MEMPHIS Electronic. "ADATA's strong manufacturing footprint, comprehensive industrial portfolio, and focus on long-term support make them a valuable addition to our supplier ecosystem."

A particular strength of ADATA's portfolio is its broad selection of industrial-grade products designed for long-life and demanding operating environments. The company offers wide-temperature memory modules, long-lifecycle SSDs, pSLC and SLC-based storage solutions. Furthermore, its power-loss protection technologies and advanced data security features address the requirements of industrial and embedded applications.

Customers interested in the ADATA portfolio will benefit from MEMPHIS' technical expertise, design-in support, lifecycle management services, and global sourcing capabilities.

Visitors to electronica 2026 can learn more about ADATA’s portfolio in hall C5, booth 361.

About ADATA Industrial

ADATA Industrial, the world's leading brand for industrial-grade embedded storage, upholds the belief of "Infinite Innovation, Intelligent Future" - consistently delivering industry-leading products and solutions, garnering global recognition. Echoing the infinity "∞" spirit and signature colors Intelligent Green and Energy Orange, the brand embodies reliability, stability, and innovative vitality for the AI era. With professional expertise and technical excellence, ADATA Industrial integrates AI hardware and software to deliver optimal solutions, accelerating industrial intelligence and edge computing - leading industries into a bold new chapter in AI-driven innovation. For more information on our brand and products, visit https://industrial.adata.com

About MEMPHIS Electronic

MEMPHIS Electronic has been in the memory business for 35 years. Due to the company’s focus on memory only, it has developed into a Memory Competence Center with an unmatched line card of over 18 different memory manufacturers and comprehensive supply chain solutions. Memory experts in 15 locations worldwide provide regional support and manufacturer recommendations to ensure customers find the most suitable technology solution for every project. For this reason, MEMPHIS also configures DRAM modules with components from all available manufacturers, specifically to customer needs, with a fixed bill of materials over the complete life cycle. For more information visit: https://www.memphis.de/en

Media contact:
Ortrud Wenzel
Global Head of Marketing and Communications
Ortrud.wenzel@memphis.de