

# MINNEAPOLIS • ST. PAUL THE BUSINESS JOURNAL

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## BEST BET IN HIGH TECH

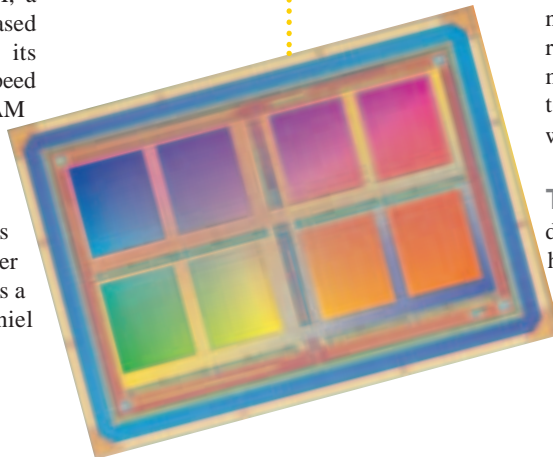
**THE VISION** > A faster, flexible type of computer memory that stays put even if the power's shut off.

**THE TECHNOLOGY** > Magnetic Random Access Memory, or MRAM, a nanotechnology that stores data based on an electron's spin rather than its charge. The concept combines the speed of semiconductor memory (the RAM chips inside a PC) with the stability of magnetic disk drives.

**THE IDEA MAN** > James Daughton, a former senior researcher at Honeywell, founded the company as a spinoff. The current CEO is Daniel Baker.

### NVE CORP.

Working to make computer memories unforgettable



**WHY IT MATTERS** > Having a chip that's fast, cheap, and "always on" is considered the "Holy Grail of computer memory" and could be worth billions to the industry.

**WHAT COULD GO WRONG** > The technology could displace several types of current memory systems, and those systems are made by powerful companies who don't want to be displaced. Plus, of course, it has to work.

**THE BUZZ** > NVE is ahead of rivals in developing MRAM, and it's allied with heavy hitters such as Motorola and Cypress Semiconductor. Production is expected to begin late this year.