



RAM GUY TECH NOTE



Why is Corsair the Best Memory in the World?

What makes Corsair the World's Greatest Memory? OK, It's time for the Ram Guy to jump up onto his soapbox and tell you why Corsair Memory is the finest memory you can buy.

Come on. Corsair's just memory. Memory is memory. Right?

Well, not quite. The Ram Guy could go on for hours discussing the finer points of memory, and why not all memory is created equal. But, he'll restrain himself, and stick to the topic of what makes Corsair the best memory in the land.

So, what sets Corsair apart?

First of all, Superior Module Designs. Corsair started out as a specialist supplier of high performance SRAM cache modules. So, they were doing high speed design long before SDRAM appeared on the horizon. This means that they have more high-speed experience than anyone out there. They know the importance of design features like tightly controlled trace lengths, controlled impedances, clock trace design, unbroken power and ground planes, and selectively plated gold. They know the rules (even helped invent some of them!) and follow them relentlessly.

Another thing: Corsair is focused on the Platforms that Matter. Since Corsair got a head start into the high-speed world, their memory has generally been used in [1] mission-critical servers, and [2] ultra-performance (yes, this includes gaming) workstations. The serious geeks at Corsair spend lots of their time looking at emerging server, workstation, and gaming platforms, making sure that they are designing the best parts for these platforms. When a hot new board comes out, chances are good that it has already been through the wringer with Corsair's memory.

Yet Another Thing: Corsair Modules are Rigorously Qualified. These guys qualify each and every module type in multiple hardware platforms over multiple operating systems and applications, both fully populated and partially populated. And, those ovens in Corsair's factory are NOT for making cookies! Parts are stress-tested at temperature and voltage extremes as well as at room temperature. The end result is, parts wearing the Corsair label exhibit rock-solid stability. Many customers turn to Corsair after they can't get anyone else's memory to work!

So, anything else? Are parts manufactured any differently?

Memory module assembly is a fairly simple manufacturing operation. But, like anything else, it's easy to screw up if you take your eye off the ball. Corsair's attention to detail is second to none.

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Give me some examples of attention to detail...

Well, first, all products are built to a rigorously defined bill of materials, Any change to the bill of material, or to any component or PCB vendors, requires a full requalification, both of the component and of the final assembly. This means that things only change when absolutely necessary. Lack of changes means greater stability.

Corsair maintains full traceability on every module. This means that if you give us the lot code off the module, we can tell you where the components came from, when the part was manufactured, what the test yield was, how the assembly and test machinery was configured, etc.

Corsair has formalized manufacturing and processing documentation and specifications. They have a formalized corrective action methodology which means they are guaranteed to learn from the few mistakes they do make!

Does Corsair do 100% test?

No. Corsair does 250% test! Parts are tested on a memory tester immediately following assembly. Then, they are tested on a motherboard-based test platform. THEN, if they are server parts, they are tested on an additional motherboard based platform, with a different suite of test tools. Thus, 250%! As you can guess, very few defective parts get out the door...

I've read the reviews on the web. Why are Corsair modules so fast?

Pretty simple. When you combine [1] careful design with [2] careful component selection and [3] tightly controlled manufacturing and testing, you get [4] DARN FAST PARTS!

So, I'm getting the picture... Comparing Corsair to generic memory is kind of like comparing...

- a) a Porsche to a Yugo
- b) a Mack Truck to Jed Clampet's jalopy
- c) Ben and Jerry's to the supermarket brand
- d) A double espresso to the instant coffee out of the machine at work
- e) All of the above

My money's on "All of the above"...

Corsair's modules sound pretty good. How about the company? What makes Corsair different from other suppliers?

I thought you'd never ask. Corsair has a lifetime warranty on all their products. Corsair sells their products through a comprehensive network of resellers and retailers. And, Corsair has the best knowledge base in the business, and is willing to share it with their customers. Just check out their web site (<http://www.corsairmicro.com>) for a comprehensive motherboard compatibility guide, white papers, product information, and my very own Ram Guy discussion boards!

So, to summarize in a dozen words or less...

Best performance, best quality, best service. It's that simple. IMHO, of course ;-)