



Kingston Branded and ValueRAM

Meeting your memory needs.

Kingston Technology offers two memory product lines: Kingston® branded and ValueRAM™. While both product lines are made with premium components and are carefully designed and manufactured, they

differ in support and testing services. The information below clarifies these differences and will assist you in selecting the correct product.

System Specific Branded Memory:

With over 15 years of experience, Kingston is an expert in designing and manufacturing memory modules. Our strategy has been to build memory that is 100% compatible with a specific system or class of systems. The purpose is to make it easy for customers to order a memory module that works from the moment they install it. Kingston is sold through online, value added resellers and distributors.

Buy Kingston branded memory if you want:

- **Memory for a branded system** (i.e. Compaq Presario, Sony Vaio)
- **100% compatibility guarantee.** Kingston memory is designed for a specific system or family of systems
- **100% testing.** Kingston memory is tested in the system or family of systems it will be installed in
- **Full product return privileges** (ValueRAM is defective returns only)
- The **reassurance** of knowing that individual components have been tested as part of the module design process

Kingston ValueRAM:

As the memory market has grown, so has the need for a quality, industry standard memory solution. In 1999, Kingston launched ValueRAM™ to address this need. Designed with the whitebox user and system integrator in mind, these products are designed to meet industry standard specifications. Kingston ValueRAM is sold through retail stores as well as online resellers, systems integrators and distributors.

Buy Kingston ValueRAM products if you:

- Have a whitebox or generic system
- Plan to purchase memory by spec (i.e. 256MB DDR400 PC3200 CL2 DIMM)
- Are 100% confident of the specs you need – please remember, Kingston ValueRAM products are **ONLY** returnable if the product is defective. Incompatibility does not mean the module is defective
- Are looking for a competitively priced generic memory solution that offers a lifetime warranty and 100% testing

Product Line Comparison

	Kingston System Specific	Kingston ValueRAM
100% Testing	<input type="radio"/>	<input checked="" type="radio"/>
Lifetime Warranty	<input type="radio"/>	<input checked="" type="radio"/>
Free Technical Support	<input type="radio"/>	<input checked="" type="radio"/>
System Specific Testing	<input type="radio"/>	<input type="radio"/>
Cross Ship RMA	<input type="radio"/>	<input checked="" type="radio"/>
Returns Accepted	<input type="radio"/>	<input checked="" type="radio"/> Defectives Only
Exchanges Accepted	<input type="radio"/>	<input type="radio"/>
Order by System Model	<input type="radio"/>	<input type="radio"/>
Order by Specification	<input type="radio"/>	<input checked="" type="radio"/>
System/chip Compatibility Testing	<input type="radio"/>	<input type="radio"/>
System/chip Performance Testing	<input type="radio"/>	<input type="radio"/>
System Specific Constraints Followed	<input type="radio"/>	<input type="radio"/>
Controlled Bill of Materials	<input type="radio"/>	<input type="radio"/>

