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# XDR™ DRAM Passes 50 Million Units Shipped Milestone

## Award-Winning Memory Architecture Delivers Superior Bandwidth Performance for Advanced Computing and Consumer Electronics Applications

LOS ALTOS, Calif., Mar 31, 2008 (BUSINESS WIRE) -- Rambus Inc. (NASDAQ:RMBS), one of the world's premier technology licensing companies specializing in high-speed chip architectures, today announced that its customers have shipped over 50 million XDR(TM) DRAM devices worldwide.

The award-winning XDR memory architecture features key enabling technologies built on patented Rambus innovations that include low-voltage, low-power Differential Rambus Signaling Level (DRSL); Octal Data Rate (ODR) technology that transfers eight bits of data each clock cycle; FlexPhase(TM) circuit technology for precise on-chip alignment of data with clock; and Dynamic-Point-to-Point (DPP) for both enhanced signal integrity and scalability.

"The demand for high-performance, cost-effective memory solutions continues to grow dramatically," said Yoshitaka Kinoshita, officer for the Digital Consumer Division of Elpida Memory, Inc. "Thanks to the XDR memory architecture, Elpida can provide our customers superior DRAM products enabling amazing new capabilities."

Proven in high-volume, cost-competitive applications, the XDR memory architecture operating at 4.8Gbps provides an unmatched 9.6GB/s of peak memory bandwidth with a single, 2-byte wide XDR DRAM. With a roadmap extending to 8.0Gbps providing 16.0GB/s of bandwidth per device, XDR DRAM provides an order of magnitude higher performance than today's standard memories. With XDR DRAM, designers can achieve unprecedented performance with the fewest devices.

"The XDR memory architecture is an ideal solution for advanced consumer and computing applications," said Sharon Holt, senior vice president of worldwide sales, licensing and marketing at Rambus. "Our complete XDR memory solution and comprehensive engineering services minimize risk and help our customers bring breakthrough products to market."

Recent milestones from XDR DRAM licensees include the October 2007 introduction of the industry's fastest DRAM, the 512 Megabit (Mb), 4.8Gbps XDR DRAM by Elpida Memory Inc., providing an industry-leading data transfer rate of 9.6 Gigabytes per second (GB/s) with a single device. In addition, Qimonda AG has started shipping samples of its 512Mb XDR DRAM.

For more information on the XDR memory architecture please visit www.rambus.com/xdr.

About Rambus Inc.

Rambus is one of the world's premier technology licensing companies specializing in the invention and design of high-speed chip architectures. Since its founding in 1990, the Company's patented innovations, breakthrough technologies and renowned integration expertise have helped industry-leading chip and system companies bring superior products to market. Rambus' technology and products solve customers' most complex chip and system-level interface challenges enabling unprecedented performance in computing, communications and consumer electronics applications. Rambus licenses both its world-class patent portfolio as well as its family of leadership and industry-standard interface products. Headquartered in Los Altos, California, Rambus has regional offices in North Carolina, India, Germany, Japan, Korea and Taiwan. Additional information is available at www.rambus.com.

(1) Winner of the International Engineering Consortium (IEC) 2008 DesignVision Award in the Semiconductors and ICs (IP) category. The IEC DesignVision Awards recognize technologies, applications, products, and services judged to be the most unique and beneficial to the industry.



SOURCE: Rambus Inc.

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