



## Rambus Achieves Power Efficiency Breakthrough for Mobile Memory Solutions

### *Silicon Test Vehicle Cuts Power by One Third Over Previous Record Results*

LOS ALTOS, Calif., Oct 21, 2009 (BUSINESS WIRE) -- [Rambus Inc.](#) (NASDAQ:RMBS), one of the world's premier technology licensing companies specializing in high-speed memory architectures, today announced it has achieved a new breakthrough level of power efficiency with its latest silicon test vehicle developed through its Mobile Memory Initiative (MMI). The latest silicon-validated results demonstrate that through the use of MMI innovations, a high-bandwidth mobile memory controller can achieve a world-leading power efficiency of 2.2mW/Gbps. This is nearly a one third improvement over the initial MMI silicon and significantly better than the estimated 10mW/Gbps of an LPDDR2 400 memory controller.

Launched in February 2009, Rambus' MMI focuses on achieving high bandwidth at extremely low power to enable advanced applications in next-generation smartphones, netbooks, portable gaming and portable media products. Operating at 4.3Gbps, a memory system using MMI innovations can deliver over 17GB/s of memory bandwidth from a single mobile DRAM device.

"The performance demands of next-generation mobile devices are vastly outstripping the pace of battery technology improvements," said Martin Scott, senior vice president of Research and Technology Development at Rambus. "With the innovations developed through our Mobile Memory Initiative, we can deliver advanced applications and maintain long battery life through our breakthroughs in both bandwidth performance and power efficiency."

Rambus' MMI encompasses key innovations based on its renowned signaling and memory architecture expertise, including Very Low-Swing Differential Signaling, FlexClocking(TM) Architecture, and Advanced Power State Management. In addition, Rambus' FlexPhase(TM) and Microthreading technologies greatly improve the power efficiencies of mobile platforms.

The company will discuss its approach to solving mobile memory challenges during a presentation by Judy Chen at the ARM TechCon3 on October 22, 4:00 - 4:45 p.m. PT at the Santa Clara Convention Center. This presentation, entitled "Is Mobile Memory Becoming the New Power Hog?" will cover trends driving performance and power consumption in the handset platform and outline how Rambus MMI innovations can improve power consumption.

### **About Rambus Inc.**

Rambus is one of the world's premier technology licensing companies specializing in the invention and design of high-speed memory 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, and Taiwan. Additional information is available at [www.rambus.com](http://www.rambus.com).

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