



Rambus DDR3 Interface Solution Selected by Panasonic

Architecture Enables Data Rates Up to 1.6Gbps

LOS ALTOS, Calif., Jan 06, 2009 (BUSINESS WIRE) -- Rambus Inc. (Nasdaq:RMBS), one of the world's premier technology licensing companies specializing in high-speed memory architectures, today announced that Panasonic Corporation (NYSE:PC) has licensed Rambus' DDR3 memory controller interface solution for system LSI implementation in consumer electronics products. This fully-integrated macro cell architecture provides the physical layer (PHY) interface between the controller logic and DDR3 DRAM devices to achieve data rates up to 1.6Gbps.

"Rambus' high-performance memory interface solutions are valuable for our portfolio of world-class consumer products," said Satoru Fujikawa, Director of Strategic Semiconductor Development Center at Panasonic Corporation. "This DDR3 memory interface solution further extends our ability to offer innovative features and higher levels of performance to meet the needs of our customers worldwide."

To enable a reliable system environment for high-volume production and first-silicon success, the Rambus DDR3 memory architecture incorporates patented Rambus innovations such as FlexPhase™ timing adjustment circuits for precise on-chip data alignment with the clock, calibrated output drivers, and on-die termination.

"Faster bus speeds and higher peak throughput are critical enablers of future application performance," said Sharon Holt, senior vice president of Licensing and Marketing at Rambus. "The Panasonic team is at the forefront of driving a new generation of digital products and our advanced DDR3 memory architecture achieves improved time-to-market, higher performance, and greater system reliability."

Rambus interface solutions provide a comprehensive architecture and system design, as well as design models and integration tools. Included in the solution are reference GDSII database, timing models, layout verification netlists, gate-level models, place-and-route outline, and placement guidelines. Package design and system board layout services are also available. For more information about the Rambus DDR3 memory controller interface please visit www.rambus.com/ddr.

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' innovations and solutions enable unprecedented performance in computing, communications and consumer electronics applications. Rambus licenses both its world-class patent portfolio as well as a range of leadership and industry-standard memory solutions. 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. Rambus and the Rambus logo are registered trademarks of Rambus Inc. FlexPhase is a trademark of Rambus Inc. All other trade names are the service marks, trademarks, or registered trademarks of their respective owners.

SOURCE: Rambus Inc.

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