



## Rambus Unveils New Model to Monitor Energy Consumption in DRAM Devices

*Applicable to all existing and emerging DRAM technologies*

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Rambus Inc. (NASDAQ: RMBS), one of the world's premier technology licensing companies, is set to unveil a new power modeling tool designed to understand and predict energy consumption in current and future DRAM devices. This breakthrough model will be presented by Rambus' Dr. Thomas Vogelsang at the MICRO-43 conference in Atlanta, Georgia today at 1:30 pm ET.

"Power consumption is a serious challenge facing the DRAM industry. Historically, datasheets have been used to compute DRAM power, yet these tools have limited information with respect to future DRAM bandwidth requirements," said Dr. Gary Bronner, director of Rambus Labs. "This flexible power model is an industry first that allows engineers to extrapolate DRAM energy consumption to future DRAM generations."

During this presentation, Dr. Vogelsang will unveil this new flexible DRAM power model that can be used to calculate power usage. Attendees will hear how this model allows the calculation of DRAM power with an accuracy level between that of using datasheet values and full transistor level simulations.

Following MICRO-43, Dr. Vogelsang's presentation will be available at the Rambus media library: <http://www.rambus.com/us/library/> and the IEEE Xplore® digital library: <http://ieeexplore.ieee.org/xpl/conferences.jsp>

### **About Rambus Inc.**

Rambus is one of the world's premier technology licensing companies. Founded in 1990, the Company specializes in the invention and design of architectures focused on enriching the end-user experience of electronic systems. Rambus' patented innovations and breakthrough technologies help industry-leading companies bring superior products to market. Rambus licenses both its world-class patent portfolio, as well as its family of leadership and industry-standard solutions. Headquartered in Sunnyvale, California, Rambus has regional offices in North Carolina, Ohio, India, Germany, Japan, Korea, and Taiwan. Additional information is available at [www.rambus.com](http://www.rambus.com).

### **RMBSTN**

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