



Rambus to Demonstrate the World's Fastest Mobile Memory Architecture and Innovative Lighting Technologies at Mobile World Congress

BARCELONA, Spain, Feb 15, 2010 (BUSINESS WIRE) -- Rambus Inc. (NASDAQ: RMBS):

Who: Rambus Inc. (NASDAQ: RMBS)

Where: Mobile World Congress
Booth #2J59, Building #2
Fira de Barcelona
Barcelona, Spain

When: February 15-18, 2010

Join [Rambus Inc.](http://www.rambus.com), one of the world's premier technology licensing companies, at Mobile World Congress and the MobileFocus Global event. Rambus will be showcasing live demos of its Mobile XDR(TM) memory architecture and new lighting technology, including MicroLens(TM) optical design technology.

Mobile XDR Memory Architecture

Rambus will demonstrate its recently-announced Mobile XDR memory architecture, the world's fastest and most power-efficient memory for mobile applications. Capable of achieving data rates of 3.2 to 4.3 Gigabits per second (Gbps) per pin at an unprecedented power efficiency of 2.2 milliwatts per Gigabit per second (mW/Gbps), Mobile XDR memory is ideal for the low-power and high-performance requirements of next-generation smartphones, netbooks, and mobile gaming and multimedia products.

Lighting Technology

Rambus' MicroLens technology allows designers to achieve efficient uniform brightness in edge-lit LED backlights. In small form factor displays for mobile phones and portable consumer electronics, backlights can be implemented with just a single LED device. And in large displays for HDTVs, Rambus LED technology can enable backlights that use fewer or less expensive LEDs than required for conventional edge-lit implementations.

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 enhancing the end user experience of computing, communications and consumer electronics applications. Rambus' patented innovations and breakthrough technologies in the area of high-speed memory architectures and complementary technologies have helped industry-leading chip and system companies bring superior products to market. Rambus' technology and renowned integration expertise solve some of the most complex chip and system-level interface challenges. 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, Ohio, India, Germany, Japan, and Taiwan. Additional information is available at www.rambus.com.

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