



## Rambus to Present IC Development Techniques at the 2010 IEEE Custom Integrated Circuits Conference

SAN JOSE, Calif., Sep 20, 2010 (BUSINESS WIRE) -- Rambus Inc. (NASDAQ:RMBS):

**Who:** Rambus Inc. (NASDAQ: RMBS)

**Where:** 2010 Custom Integrated Circuits Conference  
DoubleTree Hotel  
San Jose, California

**When:** September 19 - 22, 2010

Join Rambus Inc., one of the world's premier technology licensing companies, at the IEEE Custom Integrated Circuits Conference (CICC). At the show, Rambus will present a technical paper on equalizer design and performance tradeoffs in an ADC-based serial link environment.

### Rambus Presentation

Monday, September 20, 2:00 p.m. PT

"Equalizer Design and Performance Trade-offs in ADC-based Serial Links"

DoubleTree Hotel, Pine Ballroom, Session 8-2

During the session, Rambus will analyze the performance benefits of using non-uniform quantization in ADC-based backplane receivers. The optimal way of placing the ADC quantization thresholds is not what minimizes the quantization error, especially with limited ADC resolution. Attendees will hear how the proposed reduced-slicer partial-response DFE receiver achieves the BER of 3~4-bit uniform ADCs with only 4 data slicers.

### 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 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 Los Altos, California, Rambus has regional offices in North Carolina, Ohio, India, Germany, Japan, and Taiwan. Additional information is available at [www.rambus.com](http://www.rambus.com).

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SOURCE: Rambus Inc.

Rambus Inc.

Linda Ashmore, 650-947-5411

[lashmore@rambus.com](mailto:lashmore@rambus.com)

or

[The Hoffman Agency](#) for Rambus

Lori Shen, 408-975-3053

[lshen@hoffman.com](mailto:lshen@hoffman.com)

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