



Rambus to Discuss Latest Market Trends at GSA Memory Conference

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Rambus Inc. (NASDAQ:RMBS):

Who: Rambus Inc. (NASDAQ:RMBS)

Where: GSA Memory Conference 2011
Marriott Hotel
301 S. Market St.
San Jose, California

When: March 31, 2011

Join [Rambus Inc.](#), one of the world's premier technology licensing companies, at the GSA Memory Conference 2011. Sharon Holt, senior vice president and general manager of the Semiconductor Business Group at Rambus, will make a featured presentation titled, "Market Trends Shaping the Memory Industry."

Rambus Presentation:

Thursday, March 31, 2011, 9:10 a.m. PDT

Title: [Market Trends Shaping the Memory Industry](#)

Presenter: Sharon Holt, Senior Vice President and General Manager, Semiconductor Business Group, Rambus Inc.

During this session, Ms. Holt will discuss the challenges and opportunities for the semiconductor and memory markets in addressing the needs of next-generation mobile systems. Attendees will hear how rapidly evolving consumer expectations, rising design costs and complexity, and shorter design cycles are shaping the semiconductor and memory markets. Ms. Holt will also address how these challenges require extending the current memory roadmap, as well as evaluating disruptive new technologies.

About Rambus Inc.

Founded in 1990, Rambus is one of the world's premier technology licensing companies. As a company of inventors, Rambus focuses on the development of technologies that enrich the end-user experience of electronic systems. Its breakthrough innovations and solutions 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.

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