



GE Lighting Shows LED Edge Lighting Fixtures Enabled by Rambus Pentelic™ Lighting Solution at LightFair 2011

SUNNYVALE, Calif.--(BUSINESS WIRE)-- GE Lighting's participation at LightFair 2011 this week spotlights the progress that its engineering and technology teams have made with the development of a line of energy-efficient LED edge lighting fixtures enabled by Pentelic™ lighting solutions, an offering from [Rambus Inc.](#) (Nasdaq:RMBS), one of the world's premier technology licensing companies.

The new LED fixtures will be available as ultra-sleek ceiling troffers and suspended fixtures that will appear to float in thin air through a dramatically framed light source. Each will feature high-quality transparent or opaque light panels coupled with Rambus MicroLens™ technology that will allow lighting designers to customize a fixture's light output.

"At GE, we are entering a new era of solid state lighting and creating products that will allow end users to do so much more with light," says Steven Briggs, vice president of marketing and global product management with GE Lighting Solutions. "Our new LED edge lighting fixtures will represent a once-a-century turning point in the world of lighting. This new innovation will finally make LEDs a viable solution for widespread use in ambient commercial and residential applications."

Market demands for energy-efficient lighting solutions are drastically increasing, and LED lighting products are the focus for the next-generation of fixtures in architectural, retail, commercial, and residential lighting. Rambus' Pentelic solutions enable general lighting products to harness the benefits of LEDs by maximizing the useable light output through precision ray angle control and excellent optical efficiency.

"The relationship with GE showcases our innovations which enable a new generation of advanced LED-based lighting products," says Jeff Parker, president of the Lighting and Display Technology business at Rambus. "Based on key Rambus innovations such as MicroLens™ optics and TruEdge™ LED coupling technology, the GE edge lighting fixtures will achieve level of styling, application efficiency, flexibility and precise control of light unmatched in the industry."

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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