



## Rambus Receives 2012 DesignCon Best Paper Award

*Paper awarded in "Board and System Level Design" category*

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Rambus Inc. (Nasdaq:RMBS), one of the world's premier technology licensing companies, today announced that it has received a "Best Paper Award" for one of the papers it presented at the recent 2012 DesignCon. The paper, titled, "Design and Characterization of the Power Supply System for a High-speed 1600 Mbps DDR3 Interface in Wirebond Package", was awarded in the DesignCon Board and System Level design category.

The paper, as presented by Rambus engineers, outlined a supply system design methodology for high-speed interface systems used in the design of a 1600 Mbps DDR3 interface in wirebond package. The paper discusses the power integrity challenges for high-speed memory interfaces and how they require a system-level approach which includes supply noise mitigation. The paper also demonstrated the full spectrum of power integrity considerations typical in the design of high-speed interfaces in order to achieve reliable system performance at high data rates. Rambus also presented a live demonstration of the interface solution within its booth during the DesignCon conference.

"DesignCon Paper Awards recognize outstanding contributions to the educational goals of the DesignCon program. Papers are judged both on the merits of the written document and on the quality of their presentation at DesignCon 2012. We congratulate these authors for producing a high-quality paper and presenting it in a lucid and compelling manner," said Barry Sullivan, content director at UBM Electronics.

To access the Rambus 2012 DesignCon award-winning paper, visit [http://designcon.com/paper\\_winners](http://designcon.com/paper_winners)

### **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).

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