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Rambus Introduces R+™ Enhanced Standard Memory and Interface Solutions

Delivering the benefits of industry standards while enabling customers to differentiate

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Rambus Inc. (NASDAQ: RMBS), the innovative technology solutions company that brings invention to market, today introduced the Rambus R+™ family of enhanced standard solutions, specifically designed for the memory and interface market. Fully compatible with industry standards, R+ solutions offer compelling benefits such as improved power efficiency and performance. The R+ family allows customers to differentiate their products in a cost-effective manner with improved time-to-market. Rambus solutions are also available with collaborative design and integration services to optimize design and development cycles.

"The rapidly increasing demands of media-rich mobile devices and cloud-based services often outpace current memory and interface standard offerings," said Kevin Donnelly, senior vice president and general manager of the Memory and Interface Division at Rambus. "The R+ solutions are designed to satisfy these demands by providing a significant improvement in power and performance while maintaining compatibility with today's industry standards. This approach builds on our proven track record in standards-compliant interfaces while helping our customers to differentiate their products and get to market quickly."

The initial development focus for the R+ family is on memory and interface solutions for mobile and server applications, including dynamic and non-volatile memories and chip-to-chip interfaces.

The first Rambus R+ LPDDR3 solution is R+ LPDDR3. The R+ LPDDR3 architecture, which includes both a controller and a DRAM interface, can reduce memory system power consumption by up to 25%, enabling significantly increased battery life for mobile devices. In addition, the R+ LPDDR3 architecture supports data rates up to 3200 megabits per second (Mbps), double the performance of existing LPDDR3 technologies. This performance benefit translates to improved high-end smart phone and tablet functionality such as gaming and HD video streaming, as well as improved battery life.

For additional information on the Rambus R+ family of enhanced standard solutions visit www.Rambus.com/rplus. For additional information on the Rambus R+ LPDDR3, visit www.rambus.com/LPDDR3.

About Rambus Inc.

Rambus is the innovative technology solutions company that brings invention to market. Unleashing the intellectual power of our world-class engineers and scientists in a collaborative and synergistic way, Rambus invents, licenses and develops solutions that challenge and enable our customers to create the future. While best known for creating unsurpassed semiconductor memory architectures, Rambus is also developing world-changing products and services in security, advanced LED lighting and displays, and immersive mobile media.

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