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## Mnet America Selects the Rambus Imerz™ Platform to Create Multi-Screen Mobile Presence

*Immersive Mobile Media Platform to Reach 10 Million American Households*

SUNNYVALE, Calif.--(BUSINESS WIRE)-- [Rambus Inc.](#) (NASDAQ: RMBS), the innovative technology solutions company that brings invention to market, today announced that [Mnet America](#), a youth entertainment brand for all things Asian cool, has selected the Rambus Imerz™ Media Platform to create a multiplatform app which will provide viewers with a unique, personalized and immersive video experience. The app makes the mobile device a hub for content discovery, interactivity and lean-forward engagement, while enabling multi-screening for shared viewing on the TV.

"Our audience is made up of Millennials who demand that their favorite content is interactive, engaging and available across multiple devices," said Ted Kim, president & CEO, Mnet America. "The Imerz platform enables us to provide our viewers with a unique personalized experience, and this new app is the next step in Mnet's evolving content everywhere strategy."

The Imerz media platform allows users to enjoy a personalized, immersive experience anytime, anywhere and on any device. The end-to-end multi-media solution enables a rich array of TV 3.0 services - multi-screen synchronized interactivity, social sharing, video-object data surfing and content shifting between devices, as well as ecommerce.

"Like many cutting-edge content providers, Mnet wants to transform passive viewers into active participants," said John Thomas, vice president of the Mobile Technologies Division at Rambus. "As the home of Asian pop culture and entertainment, including programming that highlights the biggest K-pop music stars and hits in the world, Mnet is building a U.S. brand whose fans expect the most cutting edge innovation in the digital arena. The Imerz platform provides an interactive video experience that enables Mnet to deliver the most engaging user experience to its growing U.S. viewership."

### 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 and its affiliates are also developing world-changing products and services in security, advanced LED lighting and displays, and immersive mobile media. Additional information is available at [www.rambus.com](http://www.rambus.com).

### About Mnet America

Mnet America ([www.mnetamerica.com](http://www.mnetamerica.com)) is a youth entertainment brand for all things Asian cool. It uses video, digital, experiential and social media to reach Millennials with lifestyle content inspired by Asian pop culture and entertainment. This includes the first and leading 24/7 English-language television network in the U.S. targeting fans of K-pop music, anime and other genres of entertainment growing in popularity throughout Asia and around the world. An advertiser-supported network — distributed in over 30 DMAs through Comcast Cable, Time Warner cable, FIOS TV, Cox cable, Charter Communications and via TV Everywhere — Mnet is the first U.S. television property of CJ Entertainment & Media Group, Asia's leading vertically-integrated entertainment company and a unit of CJ Corporation. Mnet is headquartered in Los Angeles, can be found on [www.facebook.com/MnetUSA](https://www.facebook.com/MnetUSA), on Twitter @MnetLA and on Tumblr [mnetamerica.tumblr.com/](http://mnetamerica.tumblr.com/).

### RMBSTN

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