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Rambus Reveals Smart Data Acceleration Research Program

Slated to improve performance and power efficiency for data centers

SUNNYVALE, Calif.--(BUSINESS WIRE)-- [Rambus Inc.](#) (NASDAQ:RMBS) today announced the Smart Data Acceleration (SDA) Research Program designed to tackle major issues facing data centers in the age of Big Data. The SDA Research Program has been exploring new architectures for servers and data centers that are optimized for rack-level Big Data computation, targeting significant improvements in performance and power efficiency, as the industry brings computing closer to data.

"Modern servers are out of balance with today's needs - data centers are under stress due to escalating demands of real-time access to large amounts of information driven by Big Data and new applications," said Laura Stark, senior vice president and general manager of the Emerging Solutions division at Rambus. "This research platform focuses on architectures that offload computing closer to very large data sets at multiple points in the memory and storage hierarchy."

As part of the program, Rambus has created a platform to investigate system architectures that include software, firmware, FPGAs and large amounts of memory. The platform can be used to test new methods to optimize and accelerate data analytics for extremely large data sets.

With use cases including real-time risk analytics, ad serving, neural imaging, transcoding and genome mapping, the Rambus SDA Research program is a key technology investment for the next generation of data centers.

More details about the Rambus SDA Research program can be found at rambus.com/sda.

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About Emerging Solutions Division

Inspired by the innovative thinking at the heart of Rambus Labs, the Emerging Solutions division at Rambus works to translate extraordinary theory into everyday practice, imagining exciting new ways to interpret and reimagine the world of data around us.

About Rambus Inc.

Rambus creates cutting-edge semiconductor and IP products, spanning memory and interfaces to security, smart sensors and lighting. Our chips, customizable IP cores, architecture licenses, tools, services, training and innovations improve the competitive advantage of our customers. We collaborate with the industry, partnering with leading ASIC and SoC designers, foundries, IP developers, EDA companies and validation labs. Our products are integrated into tens of billions of devices and systems, powering and securing diverse applications, including Big Data, Internet of Things (IoT), mobile, consumer and media platforms. At Rambus, we are makers of better. For more information, visit rambus.com.

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