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The Secure Content Storage Association (SCSA) Selects Rambus Cryptography Research to Help Secure Next-Generation Digital Video Content

Rambus to deliver key provisioning services for VIDITY, allowing leading technology and media companies to enable 4K UHD and High Dynamic Range (HDR) programming

LOS ANGELES & SUNNYVALE, Calif.--(BUSINESS WIRE)-- [Rambus Inc.](#) (NASDAQ:RMBS) today announced that its Cryptography Research Division has been selected by the Secure Content Storage Association (SCSA) to run and manage the VIDITY™ Key Issuance Center. This service, part of the Cryptography Research Trust Services offering, manages cryptographic keys that SCSA-enabled devices and services use in securing high-quality 4K Ultra HD with HDR, HD and SD content. The SCSA develops technologies for consumers to easily and securely purchase, transfer, and view content across multiple electronic devices.

"The members of SCSA represent leading global technology and entertainment brands where delivering a seamless, high quality consumer experience along with robust and flexible security that enables new and compelling business models is of the utmost importance," said David Huerta, General Manager of SCSA. "The Rambus Cryptography Research Division has been involved throughout the development of VIDITY as a valued technology partner and advisor, and we're pleased that this role now includes operating the VIDITY Key Issuance Center."

In operating the Key Issuance Center, Cryptography Research will deliver encrypted keys to storage device makers, player manufacturers, and content issuers who are involved with the SCSA. As part of the VIDITY pre-launch activities, Cryptography Research provided provisional key management services to existing members of the consortium. This service now is the official VIDITY Key Issuance Center. Cryptography Research has delivered billions of encrypted keys throughout the past decade for various product and services, including [CryptoFirewall](#) and [CryptoManager solutions](#).

"VIDITY is an extremely exciting brand that will bring consumers the 4K Ultra HD content they want," said Paul Kocher, president and chief scientist of the Rambus Cryptography Research Division. "We are proud that SCSA has expanded our role to include addressing VIDITY's key distribution needs."

Made up of more than 50 participating companies from the entertainment and technology industry, the SCSA is committed to ensuring access to premium digital content in a portable, convenient format. Some of the SCSA members include ARM Holdings (NASDAQ:ARMH), Cisco Systems, Inc., (NASDAQ:CSCO), Comcast Corporation (NASDAQ:CMCSA), LG Electronics Inc., Samsung Electronics Co., Ltd., Seagate Technology (NASDAQ:STX), and Western Digital (NYSE:WDC).

To learn more about Rambus and the Cryptography Research Division, visit rambus.com/security.

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About the Secure Content Storage Association

The Secure Content Storage Association (SCSA) is a consortium of companies in the entertainment and storage space founded in January 2012 by Twentieth Century Fox Home Entertainment, Warner Bros. Home Entertainment, SanDisk, and Western Digital. Established as an LLC, the SCSA is focused on developing technologies to make it easy and secure for consumers to purchase, transfer and view content across multiple electronic devices. Companies interested in learning about the SCSA can contact INQUIRIES@SCSALLC.COM.

About Rambus Cryptography Research

The Rambus Cryptography Research division specializes in embedded security solutions to combat the worldwide threat to

data integrity. Our innovative technologies span areas including tamper resistance, content protection, network security, media and payment and transaction services. Nearly nine billion security products are made annually with our security technology, and systems designed by our scientists and engineers protect billions of dollars in revenue every year. Additional information is available at rambus.com/security.

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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