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## Winbond to License DPA Countermeasures from Rambus Cryptography Research

*DPA Countermeasures will protect data integrity in flash memory components against security attacks*

SUNNYVALE, Calif.--(BUSINESS WIRE)-- [Rambus Inc.](http://www.rambus.com) (NASDAQ:RMBS) today announced that Winbond Electronics Corporation, a leading maker of top quality memory solutions, has licensed Rambus Cryptography Research differential power analysis, or DPA, countermeasures to protect industry-leading, flash memory components. By implementing Cryptography Research DPA countermeasures, Winbond ensures the data integrity of products that run applications requiring a high level of security, including mobile payments, premium content, automotive, and Internet of Things (IoT).

"As we set out to provide our customers with the most secure hardware solutions, we know that protecting against the threat of side-channel attacks is a priority - especially in the mobile payments arena," said Chester Hwang, Business Unit Leader of Secure memory solutions of Winbond. "Rambus DPA countermeasures ensure that Winbond's TrustME™ flash memory components are protected from these types of attacks."

The DPA countermeasures from Cryptography Research have enabled Winbond to meet today's rigorous hardware security requirements. Specifically, DPA countermeasures will protect against risks in Winbond's series of TrustME™ flash memory components.

"As mobile devices or IoT objects increasingly manage sensitive data and encrypted transactions, it becomes more important than ever to safeguard them against security threats," said Paul Kocher, chief scientist of the Rambus Cryptography Research division. "Our DPA countermeasures allow Winbond to develop DPA resistant flash memory components that are capable of passing high-level industry security certifications."

DPA is a type of side-channel attack that monitors variations in the electrical power consumption or EM emissions from a target device. These measurements can then be used to obtain cryptographic keys and other sensitive information from chips. Rambus DPA countermeasures offer a proven solution to warding off these attacks, protecting devices against the extraction of critical, private data.

For additional information on DPA Countermeasures, please visit <http://www.rambus.com/security/dpa-countermeasures/>.

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### About Rambus Cryptography Research

The Rambus Cryptography Research division is dedicated to providing a secure foundation for a connected world. Our innovative technologies span areas including tamper resistance, content and media protection, network security, and secure payment and transaction services. These technologies protect nearly nine billion licensed products annually, providing secure access to data and creating invaluable trust between our customers and their customer base. Additional information is available at [rambus.com/security](http://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](http://rambus.com).

## **About Winbond**

Winbond Electronics Corporation is a leading global supplier of semiconductor memory solutions, headquartered in Taichung, Taiwan. Winbond's major products include specialty DRAM, mobile DRAM, and Flash memories with Winbond's memory business revenues in 2014 of more than US\$1 billion. Winbond has approximately 2,200 employees worldwide, with offices in Taiwan, Hong Kong, China, Japan, Israel, and the USA. For more information, please visit: [www.winbond.com](http://www.winbond.com).

## **RMBSTN**

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