



January 14, 2016

Rambus Cryptography Research Launches CryptoMedia Platform to Provide Secure Access to Premium Digital Entertainment

Platform to support VIDITY™ requirements for 4K UHD and High Dynamic Range programming

SUNNYVALE, Calif.--(BUSINESS WIRE)-- [Rambus Inc.](#) (NASDAQ:RMBS) today announced that its [Cryptography Research division](#) has launched the CryptoMedia security platform. This platform will protect 4K UHD and High Dynamic Range (HDR) programming, while enabling consumers to easily store, copy and share premium digital content across multiple devices. The CryptoMedia solution will include a secure core, a software player and trusted key provisioning services to meet the growing demand for high-quality digital movie watching experiences.

"Through its role as a trusted partner and security advisor to the [Secure Content Storage Association \(SCSA\)](#), Rambus Cryptography Research has been a key supporter of the development of the VIDITY™ technology that empowers devices to deliver the highest quality digital experience," said David Huerta, general manager of the SCSA. "We are pleased to see that the CryptoMedia platform will enable secure, convenient access to the highest quality digital content, including 4K HDR, for everyone to experience as the VIDITY ecosystem continues to grow with compliant solutions."

The CryptoMedia security platform will include:

- | A Key Derivation Core that provides a complete and secure hardware IP solution for handling symmetric keys in VIDITY-enabled player devices;
- | A Player Agent for secure acquisition and playback of VIDITY content; and
- | A Key Issuance Center (KIC) that provides keys to player and storage device manufacturers, as well as content providers in the VIDITY ecosystem.

"As the market for 4K UHD content matures, it is critical to provide consumers with the best digital programming ownership experience, while ensuring that the content remains safe and secure," said Dr. Martin Scott, senior vice president and general manager for the Rambus Cryptography Research division. "Our CryptoMedia platform will enable VIDITY device makers and content providers to give consumers secure and easy access to the next-generation of premium content they desire."

The CryptoMedia platform is available to all members of the SCSA which develop technologies for consumers to easily and securely purchase, transfer and view content across multiple electronic devices. The SCSA is a consortium of companies in the entertainment industry and digital storage space that was founded by Twentieth Century Fox Home Entertainment, Warner Bros. Home Entertainment, SanDisk, and Western Digital.

To learn more about the CryptoMedia platform, visit rambus.com/cryptomedia.

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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.

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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For Rambus

Simone Souza, 408-462-8859

ssouza@rambus.com

or

From Racepoint Global

Hilary Costa, 415-694-6705

hcosta@racepointglobal.com

Source: Rambus Inc.

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