Secure Foundations to Connected Service

- Trust
- Customer Intimacy
- Value

Security

DPA Countermeasures
- CryptoFirewall Anti-Counterfeiting
- CryptoFirewall Content Protection
- CryptoManager

- Essential security foundation
- Addressing specific business needs
- Secure platform for silicon lifecycle management

Connectivity
Building Trust Throughout The Entire Value Chain

Securing devices and applications across all touch points

- Trust by Design
- Secure Assets & Clusters
- Device Configurations & Customer Demands
- Applications & Services
- Customer Data & Intelligence

Management

Manufacturing → In-field
CryptoManager

Secure end-to-end device key and feature management
Driving Supply Chain Efficiency

- Forecast volatility drives inventories
- Configuration inflexibility constrains fulfillment
Unlocking Value “In-Field”
Introducing VIDITY™

- Secure Content Storage Association (SCSA) founded by Twentieth Century Fox Home Entertainment, Warner Brothers Home Entertainment, SanDisk, and Western Digital
- VIDITY launched by SCSA in May 2015
- VIDITY is the SCSA format designed to enable robust security for high-value content, especially 4K, HDR, and early window
- We are a special advisor to the SCSA and operate the VIDITY Key Issuance Center

LOS ANGELES and SUNNYVALE, Calif. – September 1, 2015—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 and High Dynamic Range (HDR) programming.

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

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*The members of SCSA represent leading global technology and entertainment brands where delivering a seamless, high-quality consumer experience along with...
In-Field In Action

A customer selects to purchase a VIDITY movie.

The player is enabled through provisioning via a security core.

The device is now securely authorized to play VIDITY content.
Feature Enablement Value Chain

Supply and Value Chain

- Device Personalization
- Key Provisioning
- Debug Control & Management
- Supply Chain Monitoring and Oversight

Chip Manufacturers: 10s

- Feature Management
- Key Provisioning
- Supply Chain Monitoring and Oversight
- ODM Management

Device Manufacturers: 100s

- Entertainment
- Finance and mobile payment
- Government / National ID
- Healthcare
- MNO Subscriber Management and Kill Switch
- Remote enterprise
- Ticketing

MNOs, SPs, App Services: 1000s

Revenue Opportunity

- $1B+
- $100M+
- $0.005 - $0.075/key
- $0.05 - $0.50/key
- $0.10 - $2.00/key
Growth Opportunities for Cryptography Research

2014 Rev
2014 SAM
2016 SAM
2019 SAM

- CRD Revenue
- DPA Countermeasures
- Anti-Counterfeiting
- Content Protection
- CryptoManager

$M

2014 Rev: 0
2014 SAM: 400
2016 SAM: 300
2019 SAM: 600

700
600
500
400
300
200
100
0