



Virage Logic Expands SiPro(TM) Product Portfolio with New Production-Proven Advanced Interface IP Offerings

New SiPro(TM) Product Line Delivers Standards-Based PCI Express, MIPI, HDMI, DVI and DisplayPort IP Solutions

FREMONT, Calif., Sep 29, 2009 (BUSINESS WIRE) -- [Virage Logic Corporation](#) (NASDAQ:VIRL), the semiconductor industry's trusted IP partner, today announced new additions to its recently introduced [SiPro\(TM\) product line](#) of production-proven advanced interface IP. The expanded product line now includes complete standards-based solutions for PCI Express (PCIe) and Mobile Industry Processor Interface (MIPI^(R)) as well as a unique multi-protocol IP solution for High-Definition Multimedia Interface (HDMI), Digital Visual Interface (DVI) and DisplayPort interfaces. The Virage Logic SiPro product portfolio is the result of a collaboration with AMD (NYSE: AMD) that was [announced](#) in January 2009.

"Since entering the functional IP market more than two years ago with its DDR memory controller interface IP offering, Virage Logic has significantly expanded its offering with production-proven PCI Express, MIPI and HDMI/DVI/DisplayPort interface IP products," said Richard Wawrzyniak, senior market analyst, ASIC & SoC for Semico Research. "Virage Logic is already a recognized leading provider of embedded SRAMs, logic libraries, embedded NVMs, DDR, and embedded memory test and repair solutions. With this experience in the physical IP space and its new expanded offering in the functional IP space, the company is well positioned to provide a comprehensive IP portfolio to the global semiconductor market moving to advanced nodes."

"We selected Virage Logic to bring our standards-based IP to market because of their expertise in successfully implementing IP in silicon-proven product form and facilitating easy integration into customers' designs," said Jean Boufarhat, vice president, AMD. "AMD implements these standards-based advanced interface IP solutions in our graphics and application processors that are deployed for use in mass markets."

"With production volume exceeding 100 Million units in total silicon shipments over multiple process nodes and products, the SiPro interface IP product line enables customers to proceed with confidence to first silicon success and yield optimization," said Kamalesh Ruparel, vice president and general manager of Virage Logic's ASIP Solutions Group. "The standards-based SiPro(TM) PCI Express, SiPro(TM) MIPI and SiPro(TM) HDMI/DVI/DisplayPort products offer robust high performance and low power solutions for the most demanding System-on-Chip (SoC) and ASIC designs."

Extending Virage Logic's recently introduced SiPro PCI Express PHY offering, the new PCI Express Root Complex and End-Point controllers deliver a complete PCI Express standard-based solution. When bundled with the PCI Express controller, the high-speed, high-precision PHY technology, capable of operating up to 5 Gbps, offers an easily integrated, complete, low-risk standards-based solution.

The SiPro MIPI DSI (display serial interface), CSI (camera serial interface) controllers and D-PHY IP are system-validated with camera and display device ICs to provide seamless interoperability for evolving mobile electronics applications. The SiPro MIPI IP solutions, used in a host of SoC mobile applications, are production-proven on the advanced 65nm LP process node. The Universal Multimedia IP solution supporting dual-mode HDMI and DisplayPort interfaces is available for the advanced 40nm G process. This solution enables a "future-proof design" by offering the flexibility of both DisplayPort and HDMI capabilities to help alleviate concerns over the decision to select one option over the other. The Universal HDMI/DVI/DisplayPort IP approach allows the same design to be easily targeted to either of the two standards, enabling customers to make decisions late in the design cycle for maximum flexibility.

About Virage Logic's SiPro Product Line

Virage Logic's SiPro product line has been production-proven in high performance, low power and high-volume implementations at the most advanced process nodes to lower cost, improve performance and reduce power in complex SoC and ASIC designs. Offering complete solutions with Physical Layers (PHYs), controllers, I/Os, software application programming interfaces (APIs) and flexible verification options, Virage Logic's SiPro product portfolio is ideal for silicon design architects who require robust, production-proven, standards-based interface IP that minimizes area and power consumption, yet has all the necessary certification and verification tools, all available from a single supplier.

PCI Express standards are typically used in high performance applications delivering large amounts of data from point-to-point, including storage, servers, networking, communications, high-end video applications and add-on PC cards. Designed to increase data rates while reducing power consumption and pin count, MIPI interfaces are commonly used in smart phones, mobile Internet devices (MIDs), cameras and mobile application processing and peripherals. HDMI, DVI and DisplayPort are audio/video interfaces for transmitting uncompressed digital data and are ideal for consumer audio/video electronics, mobile devices, gaming consoles, multimedia and broadcasting applications.

Availability

Virage Logic's SiPro PCI Express Gen1 / Gen2 PHY is available now on the 40nm process. The PCI Express End-Point and Root-Complex controllers will be available Q4 2009 and are technology independent.

The SiPro MIPI CSI Rx D-PHY and SiPro MIPI DSI Tx D-PHY will be available Q4 2009 on the 65nm LP process. The SiPro MIPI CSI Rx controller and SiPro MIPI DSI Tx controller will be available in Q4 2009 and they are technology independent.

The SiPro HDMI/DVI/DisplayPort PHY will be available on the 40nm G process and the SiPro HDMI/DVI/DisplayPort controller (technology independent) will be available in Q4 2009.

For more information about Virage Logic's SiPro product line, visit: www.viragelogic.com/SiPro. For information on licensing terms and pricing, please contact your local Virage Logic sales representative.

Virage Logic will be demonstrating its new SiPro product line at the GSA Conference on October 1, 2009, at the Santa Clara Convention Center in booth #802. For further information or to register for the conference, visit www.gsaglobal.org/expo/2009/index.aspx.

About Virage Logic

Virage Logic is a leading provider of both functional and physical semiconductor intellectual property (IP) for the design of complex integrated circuits. The company's highly differentiated product portfolio includes embedded SRAMs, embedded NVMs, embedded memory test and repair, logic libraries, memory development software, and interface IP solutions. As the industry's trusted semiconductor IP partner, more than 350 foundry, IDM and fabless customers rely on Virage Logic to achieve higher performance, lower power, higher density and optimal yield, as well as shorten time-to-market and time-to-volume. For further information, visit <http://www.viragelogic.com>.

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SOURCE: Virage Logic Corporation

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