



Arasan Chip Systems Showcases Comprehensive USB 3.0 IP Portfolio at 2010 International CES

Visit Arasan at the USB Techzone in the 2010 International Consumer Electronics Show

San Jose, California – January 5, 2010 – [Arasan Chip Systems, Inc.](#) (“Arasan”), a leading provider of Total Intellectual Property (IP) Core Solutions, announced that it continues to experience strong growth, fueled by its SuperSpeed USB 3.0 IP cores. Arasan’s portfolio of SuperSpeed USB IP will be featured in the USB Techzone [Booth #30769] at the 2010 International Consumer Electronics Show, Las Vegas. The portfolio consists of a complete range of USB 3.0 Host, Hub and Device IP, verification IP, software stacks, hardware development kits and associated collateral that make up a Total IP Solution offering.

Arasan has over a decade of experience in USB IP development and has a team focused exclusively on the USB protocol. It has a comprehensive IP portfolio covering USB 1.1, 2.0 and now SuperSpeed USB 3.0. With a peak bandwidth of 5 Gbps, USB 3.0 will be deployed in new applications that were constrained by the lower bandwidth of USB 2.0. In particular, USB 3.0 will benefit connectivity to mass storage drives, transfer of HD content in consumer electronics, and rapid two-way data synchronization. USB 3.0 includes new features to reduce power and improve the protocol efficiency which would benefit portable applications as well.

The first systems integrated with USB 3.0 ports are anticipated to appear in mid to late 2010. In order to ramp production by that time-frame, designers at fables companies and OEMs have started integrating this IP into their SoC designs. Arasan has already licensed its SuperSpeed USB IP cores to some of the largest semiconductor companies and Tier 1 OEMs in the world. These discerning customers have chosen Arasan’s USB IP based on Arasan’s domain expertise and thoroughly validated IP. In addition, Arasan has started development of a SuperSpeed USB PHY.

“With over a decade of experience in designing USB IP, our SuperSpeed IP portfolio enables designers to quickly integrate this de facto interconnect in consumer and portable electronics,” said Prakash Kamath, Vice-President of Engineering at Arasan. “Arasan’s USB 3.0 IP is currently being used in multiple SoC projects, backed by the confidence in our fully verified USB 3.0 cores.”

“The higher bandwidth and new features supported by SuperSpeed USB will quickly establish itself in bandwidth hungry devices such as HD camcorders, media players, storage devices and netbooks,” said Somnath Viswanath, Product Marketing Manager at Arasan. “Arasan’s USB 3.0 IP enables this technology transition for an interface that consumers are already familiar with”.



Arasan provides a “Total IP Solution” for its USB IP Portfolio consisting of RTL source code for IP cores, PHYs, Verification IP, software stacks, hardware development kits and documentation all backed by world-class customer support.

About Arasan

Arasan - Enabling Technology Adoption Through Total IP Solutions - The Bus Stops Here!

Arasan Chip Systems Inc. (www.arasan.com), based in San Jose, CA, USA, is a world-leading supplier of SoC Intellectual Property solutions. Arasan delivers technology-leading Bus IP solutions covering MIPI, SD / SDIO, USB, PCI, Ethernet, MMC, CE-ATA, CF+, NAND and more, to the global electronics market. Arasan’s Total Solution Approach includes RTL IP cores, Verification IP (VIP), Portable Software Drivers / Stacks, Hardware Development Kits, Validation Platforms, Protocol Analyzers and Design Services. Arasan’s IP Solutions portfolio enables designers to accelerate their development and minimize the risks associated with production of complex system-on-chip (SoCs). Arasan provides a competitive advantage through a combination of domain expertise, silicon proven IP, hardware tools, software stacks and customization services.

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