For Immediate Release

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Innovative Semiconductors Licenses USB 2.0 OTG Transceiver Technology to National Semiconductor

Sunnyvale, Calif. – **April 21, 2003** – Innovative Semiconductors, Inc. (Innovative) today announced that National Semiconductor Corporation, a premier analog company, has licensed Innovative's USB 2.0 mixed-signal transceiver technology. The SL210 USB 2.0 On The Go (OTG) Transceiver Macrocell from Innovative will be integrated into a variety of National's integrated circuits for a wide range of applications.

"As the industry consolidates, Innovative is emerging as a leader in mixed-signal Interface technology," said Nabil Takla, President of Innovative. "National's choice of the Innovative mixed-signal technology is a further endorsement of our USB 2.0 solution by a premier analog company that is driving the information age, combining real-world analog and state-of-the-art digital technology."

Analog and mixed-signal content in System On Chip (SOC) designs is quickly rising. It is expected that the majority of IC designs will have mixed-signal content in a few years. To address that market, Innovative has developed several mixed-signal blocks including USB, IEEE-1394 PHY, Phase Lock Loop (PLL), Clock and Data Recovery (CDR). Its library of Analog Macrocells includes DAC, Voltage Converters, and Band Gap Reference voltage among others. All of the Macrocells have been verified in silicon.

Innovative's USB transceivers support Device, Host and OTG applications. Innovative's USB technology is proven in silicon and was certified for USB 2.0 Compliance. It has been ported to several process technologies including Taiwan Semiconductor Manufacturing Company (TSMC) 0.18-micron, TSMC 0.25-micron and LSI Logic 0.18 micron. Innovative has achieved several high profile design wins for its Serial Interface Technology such as eSilicon, Honeywell, Infineon Technology, Jet Propulsion Labs, LSI Logic, Oki Semiconductor, Mentor Graphics, Mitel and Samsung among others.

About Innovative Semiconductors, Inc.:

Innovative's Mixed-Signal products have gained acceptance among some of the world leaders in the Consumer and the Computer markets. Innovative's Licensees include 3dfx, Agilent, Conexant, Creative Technologies, Evans & Sutherland, Honeywell, IBM, Infineon, JPL, LSI logic, Mitel, NVIDIA, OKI, S3, Samsung, Siemens, SGS

Microelectronics, Trident and TVIA. Innovative's technology has been designed in a variety of applications ranging from PCs, PC peripherals, Internet appliances, set top boxes to satellites. The company is a member of the USB-IF, TSMC IP Alliance Program and UMC IP Program. For more information about Innovative, visit <u>www.isi96.com</u>.

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