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**SAMSUNG ELECTRONICS LICENSES INNOVATIVE SEMICONDUCTORS, INC. ANALOG  
*FLEXFIRE*<sup>™</sup> SERIAL BUS TECHNOLOGY**

**Mountain View, Calif., -- April 6, 1998** -- Innovative Semiconductors, Inc., the first IP Company to offer both the digital and analog cores for the IEEE-1394 standard, today announced that Samsung Electronics Co., LTD has licensed their Analog *FlexFire*<sup>™</sup> serial bus technology. Innovative's family of IEEE-1394 cores is designed for use in computer and consumer peripheral products such as storage devices, printers, scanners, DVDs, camcorders and VCRs. These building blocks offer semiconductor manufacturers a cost-effective, scaleable architecture that makes Innovative's *FlexFire*<sup>™</sup> technology ideal for designing next-generation multimedia PC systems.

The demand for higher throughput on peripheral devices has become crucial with the increasing multimedia content in PCs, such as real-time color video, the digitization of information and the convergence of PC and consumer electronics. Innovative's IEEE-1394 high-speed serial bus technology fuels this industry trend by featuring real-time data transfer at rates of 100 to 400 megabits per second (Mbps) with up to 1 gigabit per second (Gbps) on future-generation products.

The core licensed to Samsung is the SL730-A IEEE-1394 PHY, capable of data transfer up to 400 Mbps. The SL730 can be configured to support as many as 16 ports. The *FlexFire* PHY architecture was designed to minimize sensitivity of the signal skews to routing delays and to simplify the synthesis task of the digital section at these high speeds. The design is compliant with the 1394A standard. Samsung's advanced process technologies combined with Innovative's IEEE-1394 *FlexFire* technology further establishes the *FlexFire* as the de-facto core architecture for IEEE-1394 implementation.

"As a global leader in consumer electronics, multimedia and semiconductors, we were looking for the best core technology. Innovative's *FlexFire* technology will accelerate our time-to-market of IEEE-1394 products and will help us offer competitive products to our customers," stated . Dr. Ki-Won Lee, Vice President at Samsung.

Nabil Takla, president and CEO of Innovative Semiconductors, Inc. said, "Our agreement with Samsung, strengthens our position in providing our customers with a total solution to IEEE-1394 controller design." Takla continued, "Our *FlexFire* analog and digital configurable cores allow our customers to customize solutions to fit their needs."

The *FlexFire* architecture cores can be used with little or no modification for a variety of

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implementations of the current IEEE-1394 standard. Innovative's customers are able to develop new IEEE-1394 compliant applications in a minimum amount of time by using these building blocks.

Last year, Innovative achieved in-system silicon verification of the link layer cores with the SL758 Core, which is compatible with Texas Instruments' GPLynx general-purpose 1394-link layer device. Earlier this year, OKI Semiconductors licensed Innovative's SL755 link layer core. Continuing with a track record of engineering breakthroughs, Innovative will have engineering samples of the SL730 PHY Layer Controller in the early part of the third quarter this year. It will be fabricated using Samsung's three-layer metal 0.35-micron process.

#### **About Samsung Electronics Co., LTD**

Samsung Electronics Co., Ltd. is a world leader in electronics, with operations in more than 60 countries. The company challenges itself to make consumer electronics, semiconductors and industrial electronics that are effective, useful, simple and powerful. According to Dataquest, Samsung Electronics was the 7th largest semiconductor maker in the world in 1997. Samsung Electronics is the world's largest DRAM producer with 18% global market share. Samsung had the world's first working silicon for the 1-Gigabit DRAM. Samsung's System LSI products, include ASICs, microcontrollers, power devices, media products and the Alpha processor. Additional information on Samsung Electronics is available at <http://www.samsungelectronics.com>.

#### **About Innovative Semiconductors, Inc.**

Established in 1992, Innovative Semiconductors, Inc. develops synthesizable RTL (Register Transfer Level) cores, the building blocks for developing high-performance ICs and chipsets for video and communications applications. The company's products include cores that support the Video Interface Port (VIP) standard and the Video Compression standards and the Universal Serial Bus (USB) standard. The company is a member of the 1394 Trade Association, VESA, VSI and Rapid. Innovative Semiconductors is located at 2570 El Camino Real, Suite 205, Mountain View, CA 94040. Phone: (650) 917-5925, e-mail: [sales@isi96.com](mailto:sales@isi96.com). For more information about Innovative Semiconductors, Inc., please access the company's website at <http://www.isi96.com>.

Editors note: *FlexFire*<sup>™</sup> is a trademark of Innovative Semiconductors, Inc. All other brand or product names may be trademarks or registered trademarks of their respective companies.

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