# Arasan Chip Systems Sees Rapid Market Growth for MIPI IP products

New Medfield Mobile Platform continues trend toward MIPI® interfaces

San Jose, California, February   21, 2012 - Arasan Chip Systems, Inc.   ("Arasan"), a leading provider of Total Semiconductor IP Solutions, announced today that it is experiencing rapid growth in its MIPI IP product line.     "Our MIPI product line experienced 3x growth in 2 years", stated, Andrew Haines VP of marketing.    "We see a more diverse mix of customers buying a broader selection of MIPI interfaces including CSI-2, DSI, D-PHY, M-PHY SLIMbus and RFFE."

The momentum in the MIPI IP market has shifted as more and more major application processors have come to market offering MIPI interfaces.     Texas instruments have been offering MIPI interfaces in their OMAP 5 family which include the MIPI Camera Interface (CSI-2), Display Interface (DSI) and High Speed Interface (HSI).     But now other manufactures are jumping in.     Reporting on the Consumer Electronics Show, Electronic Engineering Times in an article titled "Intel tips Medfield specs, Lenovo, Motorola deals" reported that the Medfield application processor, which was endorsed by Lenovo and Motorola who announced plans to build phones with this new platform, contains several MIPI interfaces including CSI, DSI, and HSI.     As MIPI interfaces on application processors become more and more pervasive, increasing numbers of peripheral manufacturers are offering devices compliant with these standards.    IP market forecaster IPNEST sees market growth at over 68% CAGR between now and 2015. "The MIPI market is maturing from an early adopter phase to a main stream phase, in which we expect to see rapid deployment and growth" said Eric Esteve, President of IPNEST. "The driver for MIPI adoption is lower power, higher data rates and lower cost serial interfaces."

Arasan offers the broadest line of MIPI IP products including digital and analog interfaces which include the MIPI CSI-2, DSI, D-PHY, SLIMbus, RFFE and HSI.     Arasan has been a contributing member to MIPI since 2004 and four of five MIPI board members are customers for Arasan's MIPI products.

Arasan's MIPI solution follows its Total IP Solution strategy.   Rather than deliver isolated IP blocks as many vendors do, Arasan offers a solution that provides the quickest path to silicon success for its customers.   This entails deliver of analog and digital IP, required software stacks and drivers, verification IP and hardware development platforms.

About Arasan

Arasan Chip Systems is a leading provider of Total IP Solutions for mobile storage and connectivity applications.     Arasan's high-quality, silicon-proven, Total IP Solutions include digital IP cores, analog PHY interfaces, verification IP, hardware verification kits, protocol analyzers, software stacks and drivers, and optional customization services for MIPI, USB, SD, SDIO, MMC/eMMC, CF, UFS, xD and many other popular standards.   Arasan's Total IP products serve system architects and chip design teams in mobile, gaming and desktop computing systems that require silicon-proven, validated IP, delivered with the ability to integrate and verify both digital, analog and software components in the shortest possible time with the lowest risk.

Unlike many other IP providers, Arasan's Total IP Solution encompasses all aspects of IP development and integration, including analog and digital cores, hardware development kits, protocol analyzers, validation IP and software stacks and drivers and optional architecture consulting and customization services.     Based in San Jose, CA, USA, Arasan Chip Systems has a 17 year track record of IP and IP standards development leadership.

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