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Sarnoff Europe introduces lower cost IC design in Taiwanese market through advanced ESD solutions

GISTEL, BELGIUM and TAIPEI, TAIWAN R.O.C. (November 7, 2007) – Sarnoff Europe (www.sarnoffeurope.com), together with its local partner SinoStar Technologies (www.sinostar.com.tw) today showcases its advanced electrostatic discharge (ESD) solutions at the FSA Leaders Forum in Taipei. A recognized industry leader in the field of ESD, Sarnoff Europe tailors its IP portfolio to meet the needs of the specific fabless markets around the world.

Sarnoff Europe has built dedicated solutions applicable for various target markets in Taiwan. Moreover, SinoStar TDK Trained Engineers provide technical assistance to the design teams of local customers, to ensure fastest turn-around and integration of individual integrated circuit (IC) design.

At the Forum, Sarnoff Europe will introduce their latest ESD solutions and integration tool suite for lower cost IC design. Customers can choose between a 1-stop solution for a specific product IC problem with the TakeCharge® Design Solutions (TDS), and a systematic solution for multiple products with the TakeCharge Design Kit (TDK). The TDK allows customers to individually solve all ESD related design issues, while using smallest area, lowest capacitance advanced solutions.

“By focusing on specific target applications, we offer our customers solutions and tools optimized for their individual design needs” says Katty Van Mele, Business Development Manager at Sarnoff Europe. “We understand the Taiwanese market is very competitive, so time-to-market and smallest die size matter very much.”

Sarnoff Europe’s ESD solutions for the **LCD driver IC market** heavily focus on smallest area IO design. Typically, ESD area can be reduced by some 30%, allowing for 10 to 15% reduction of the chip size. With many companies focusing on the profitable mobile applications, cost and area reduction are decisive factors in IC design.

Sarnoff's solutions for the **HDMI interface market** benefit heavily from the scalability of the ESD solutions. As the industry is moving to standard 8kV HBM (Human Body Model) specifications for exposed pins, customers can individually scale to reach these targets, without sacrificing silicon area. Similarly, the solutions for the **wireless and high speed communication markets** focus on lowest capacitance, so that companies should not compromise the functionality of their design, and allow them fast ramp-up to volume production of high quality – low cost products.

TakeCharge technology is silicon proven in advanced processes down to 65nm CMOS, with 45nm silicon solutions currently being verified, and is used in +300 products designed by leading IC producers worldwide.

About Sarnoff Corporation

Sarnoff Corporation (*www.sarnoff.com*) produces innovations in electronic, video and vision technologies that generate successful new products and services for our government and commercial clients worldwide. Founded in 1942 as RCA Laboratories, Sarnoff makes continuous breakthroughs in ICs, lasers, imaging and sensing devices; biomedical diagnostics; digital TV and video for security, surveillance and entertainment; high-performance networking; and wireless communications. Sarnoff is a subsidiary of SRI International.

About Sarnoff Europe

Sarnoff Europe (*www.sarnoffeurope.com*) headquartered in Gistel, Belgium, is a subsidiary company of Sarnoff Corporation, formerly known as RCA Laboratories. Sarnoff Europe assumes worldwide responsibility for the development and commercialization of Sarnoff's TakeCharge on-chip ESD protection IP.

About SinoStar Technologies

SinoStar Technologies (*www.sinostar.com.tw*) is a leading distributor of Technology ASSPs, Silicon Intellectual Property, Development Tools, Operation System and Application Software in Taiwan. The company represents many worldwide well-known companies and their products in Taiwan and the Greater China region. The company is based in Hsichih, Taipei, Taiwan.

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