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EquipIC supply chain, LLC Teams with Perceptia Devices Inc. for Advanced Mixed Signal ASIC Designs

Perceptia selects EquipIC for their ASIC supply chain services.

Campbell, Calif. – November 9, 2011 – EquipIC supply chain, LLC today announced that Perceptia Devices, Inc., an advanced mixed-signal chip design specialist based in Scotts Valley, California, has become its newest design partner for the USA market. The partnership enhances EquipIC supply chain's ability to configure efficient foundry independent supply-chain solutions that enable customers to realize innovative ASIC designs.

With special competencies in RF and advanced analog design at deep sub-micron nodes 90nm and below, Perceptia will provide a valuable technical edge for EquipIC customers targeting markets such as high-performance wired and wireless communications. With the two companies located close to each other, in Silicon Valley, the partnership will provide a responsive design resource to aid rapid and cost-effective completion of customers' projects.

"Our key differentiator is in building relationships with world-class chip designers, test houses and foundries to provide the best-in-class supply-chain solution for each ASIC design project," said Douglas McArthur, EquipIC supply chain's Vice President of Marketing. "Perceptia has a proven track record with many successful designs accomplished, and will become a valuable resource for part or all of our customers' ASIC designs."

"Effective partnerships are critical to delivering successful chip designs within the tight time and cost constraints imposed by today's markets," commented Andy Grouwstra, Vice-President of Business Development at Perceptia. "We're pleased to enter this partnership with EquipIC supply chain, which will also enable us to offer our customers an effective route to market. With over 50 chips in prototype or volume production, EquipIC provides economies of scale that neither we nor many of our customers could match."

About Perceptia Devices Inc.

Perceptia is an IC design services and IP company, focused on high-speed mixed-signal and RF designs in advanced foundry technologies, currently down to 28-nm. It also has a digital physical implementation team (RTL to GDS2). Perceptia provides turnkey design services for system companies, and block-based or collaborative design for chip companies. Perceptia's IP is centered around data interfaces (SerDes, DDR PHY), timing (PLL), data conversion (ADC, DAC) and wireless (RFID). Perceptia has design teams in Scotts Valley, CA, Sydney, Australia, and Campinas, SP Brazil. For more information, visit www.perceptia.com.

About EquipIC supply chain, LLC

EquipIC supply chain (www.equipic.com) is an international company headquartered in the Netherlands providing foundry independent IC services that efficiently manage customer ASIC supply chain needs. With very competitive sources for production wafers, MPW, IP, design, assembly and test, via EquipIC's best in-class industry partners, our customers, including digital, analogue and RF designers can concentrate fully on their product design and development. EquipIC supply chain was founded in 2002, and has a track record of more than 50 IC's in either prototype phase or production. EquipIC's added value is its profound industry knowledge and excellent cooperation with Design teams, Foundries, Test & Assembly houses. In addition, a USA division named EquipIC supply chain, LLC is based in Campbell, California in the heart of Silicon Valley. This branch of the company is able to better serve our USA based customers. Our target customers are fabless semiconductor companies and system houses that need help in accessing advanced technology node wafer foundries and need support for their internal ASIC supply chain.

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