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**PRESS RELEASE**  
**For Immediate Release**

**S2C Appoints ChipStart as North American Distributor**

***ChipStart to Distribute S2C Rapid Prototyping Solutions in Canada and United States***

**San Jose, CA – May 31, 2011** – S2C Inc., a leading rapid SoC/ASIC prototyping solutions provider, announced that ChipStart LLC will distribute S2C's rapid SoC prototyping products in Canada, New England and Texas. In addition to selling S2C's products, ChipStart will supply first line applications support.

Until recently, ChipStart had focused on semiconductor IP. Howard Pakosh, ChipStart's President and CEO said: "S2C's products are a natural extension of our product line. The same engineering team that is deciding on silicon IP is deciding on prototyping tools. We have used S2C's tools with our SoC System Management (SSM) product and are very impressed with both S2C and their 4<sup>th</sup> generation SoC prototyping products."

Since its inception in 2008, ChipStart has been focused on IP Subsystems. With leading foundries like TSMC introducing smaller semiconductor geometries at a pace greater than the EDA design community can follow, this has left a massive headache for the IC design community. As a distinct industry, separate from EDA, the onus is left to the IP industry to become creative with their IP solutions, to assist the IC designer with maintaining their time-to-market advantage. This is the vision behind ChipStart and why it is leading the charge in bringing together [leading IP Partners](#) and offering integrated IP solutions. As a result, ChipStart is the only, full-function, one-stop semiconductor IP Solution alternative.

ChipStart delivers customer value as an IP developer by means of its System Level IP Solutions like [SoC Subsystem Manager \(SSM\)](#). ChipStart delivers customer value as an IP Integrator by focusing on IP Subsystem Solutions like [MemStart](#). Finally, ChipStart delivers customer value as an IP Aggregator by offering a unique, single license agreement for customers looking to purchase multiple IP products and solutions.

“We are building out our North American sales team and ChipStart is a perfect fit for our needs. They have a strong sales and support staff in important locations where we do not currently have coverage. ChipStart has sales offices across North America and throughout the world,” said Steve Pollock, VP of Marketing and Business Development for S2C.

S2C is focused on delivering [rapid prototyping products](#). S2C provides a very broad family of Altera and Xilinx rapid SoC prototyping board from 3 million gates to over 32 million gates. These boards can be tiled or stacked for even higher capacity. S2C’s TAI Player Pro software is used to map designs across multiple FPGAs and to set up verification. In addition to prototyping boards and software, S2C also provides an extensive set of Prototype Ready™ accessories, IP, and reference designs. S2C is focused on giving user a complete suite of tools to rapidly create a prototype. S2C’s recently announced TAI Verification Module gives the user new verification capabilities that greatly enhance debug visibility, while retaining RTL names, without having to recompile the FPGAs.

S2C’s products have been successfully used in broad array of applications from consumer, communication, medical, HDTV, set top boxes, storage, networking, imaging, and military.

### **About ChipStart**

ChipStart is a semiconductor intellectual property solution company based in Palo Alto, California. ChipStart provides sales, marketing, and support engagement solutions for companies that commerce third party semiconductor intellectual property, and high quality pre-verified subsystem solutions and supporting design services for ASIC and

fables semiconductor companies. ChipStart solutions are used as critical components of communications, consumer and computer products including switches, routers, modems, cellular phones, set-top boxes, HDTVs, DVD players and PCs. For more information, see [www.chip-start.com](http://www.chip-start.com)

## About S2C

Founded and headquartered in San Jose, California, S2C has been successfully delivering [rapid SoC prototyping tools](#) since 2003. S2C provides Rapid SoC FPGA-based prototyping hardware systems plus design and verification software; Third-party Prototype Ready™ IP, Platforms, and Accessories; and SoC design, prototype and production services

S2C's value proposition is our highly qualified engineering team and customer-focused sales force that understands our customers' commercial SoC development needs. S2C's unique FPGA-based electronic system level (ESL) solution, using our patented [TAI IP technology](#), enables designers to quickly assemble FPGA-based SoC prototypes on [S2C FPGA boards](#). This gives customers an early start on software development, typically the long pole item in development schedules. Combining rapid prototyping methodologies with a comprehensive portfolio of Prototype Ready™ IP and advanced design solutions, S2C can greatly reduce the SoC design cycle.

In addition to the headquarters in San Jose, CA, S2C currently has 4 direct offices located in Shanghai, Beijing, Shenzhen China and HsinChu, Taiwan. S2C is also the organizer of the annual [SoCIP seminar](#) and exhibition in China, which brings SoC designers/professionals from the Asia-Pacific region together with international silicon IP and SoC solution vendors. For more information, visit [www.s2cinc.com](http://www.s2cinc.com).

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