May 29, 2012 08:30 AM Eastern Daylight Time

**Memoir Systems Selected as a 2012 Red Herring Top 100 North America Tech Startup**

*Memoir recognized for the quality of its technological innovation, market vision and management*

SANTA CLARA, Calif.--([BUSINESS WIRE](http://www.businesswire.com/))--[Memoir Systems](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.memoir-systems.com%2F&esheet=50291731&lan=en-US&anchor=Memoir+Systems&index=1&md5=c7153b3cf55b1b962a863eba2f14fcc5) Inc., the Semiconductor Intellectual Property (SIP) provider that delivers breakthrough embedded memory performance, announced today that it has been selected as a Red Herring Top 100 North America Tech Startup in recognition of its technological innovation, market vision and management quality.

“We are very honored to have been selected by Red Herring as one of the Top 100 North America tech startups. Red Herring’s acknowledgement of our accomplishments is significant validation of the quality of our technology, product offerings and our business model.”

Red Herring’s Top 100 Americas list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way in which the world lives and works.

“Choosing the companies with the strongest potential was by no means a small feat,” said Alex Vieux, publisher and CEO of Red Herring. “After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across North America to the Top 100 Winners. We believe Memoir Systems embodies the vision, drive and innovation that define a successful entrepreneurial venture. Memoir Systems should be proud of its accomplishment as the competition was very strong.”

Adam Kablanian, CEO for Memoir Systems noted, “We are very honored to have been selected by Red Herring as one of the Top 100 North America tech startups. Red Herring’s acknowledgement of our accomplishments is significant validation of the quality of our technology, product offerings and our business model.”

Red Herring’s editorial staff evaluated the companies both on quantitative and qualitative criteria such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their sector peers, allowing Red Herring to see past the “buzz” and make the list a valuable instrument of discovery and advocacy for the most promising new business models in the Americas.

Memoir Systems was formally launched in October 2011. Since then, the company has achieved several milestones. In January 2012, the company named ChipStart as its global sales representative company and, in April 2012, it launched Renaissance™ 2X, its first commercial product, which offers four separate memory generators: a 2 port (1R1W), a dual port (2RW), 2Ror1W and 1RW1W. The company has also received major technology industry accolades including receiving the Design Vision Award at DesignCon 2012 for its Algorithmic Memory Technology and being named to EE Times list of “Silicon 60” emerging startups.

**About Memoir Systems, Inc.**

Memoir Systems, Inc. is a provider of breakthrough memory technology that is delivered as Semiconductor Intellectual Property (SIP). Memoir’s revolutionary approach to memory design shortens the time required to develop new memories, and can increase the performance of existing memory macros by up to 10X more Memory Operations Per Second (MOPS). Based on its award-winning Algorithmic Memory technology, the company’s Renaissance family of products provides drop-in replacements for existing embedded memory. The new memories offer increased performance or reduced area and power consumption without sacrificing performance. Memoir’s technology is process, node, and foundry independent, and integrates seamlessly into any existing SoC (ASICs, ASSPs, GPPs and FPGAs) design flow. Memoir Systems is based in Santa Clara, California and has additional research and development facilities located in Hyderabad, India and Yerevan, Armenia. For more information, visit [www.memoir-systems.com](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.memoir-systems.com&esheet=50291731&lan=en-US&anchor=www.memoir-systems.com&index=2&md5=29ccd806a194996bba37c67a28d558e1).

Memoir, Algorithmic Memory, Synthesized Memory, Renaissance, and the Memoir Systems logo are trademarks or registered trademarks of Memoir Systems Inc. in the United States and other countries. Memoir Systems and other parties may also have trademark rights in other terms used herein. The URL for this release is located at: [www.memoir-systems.com](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.memoir-systems.com&esheet=50291731&lan=en-US&anchor=www.memoir-systems.com&index=3&md5=2067a3896f6c09ad56dbb55169c43a04)

**Contacts**

For Memoir Systems, Inc. Kella Knack, 707-568-3502 kella@kjcompr.com