

IC Mask Design Completes Physical Design of Video Processor IC on 65nm Technology Node

IC Mask Design has responsibility for Digital Physical Implementation

Limerick, IRELAND, MARCH 2010: IC Mask Design has successfully completed the digital physical design implementation of the Movidius Myriad SoC on a TSMC 65nm technology node. IC Mask Design had the responsibility for the complete back end design of the device, including place & route, physical synthesis, timing closure, top-level integration of 3rd party IP and physical verification.

Movidius' technology provides unique video editing and post production capabilities for the creation of User Generated Content for mobile social networking. In designing its latest platform for low power mobile phones and consumer electronics applications, Movidius' main aim was to maximise functionality while optimising die area to realise the most competitive solution.

The design had a number of clock domains and due to the leading requirement for a low power application the EDA flow needed to be optimized to create the necessary power islands. Selecting the right Design Services partner was critical to achieving these goals.

Movidius selected IC Mask Design as it was able to clearly demonstrate its capability to deliver. From Movidius' point of view IC Mask Design's toolset and technology node expertise meant that it was ideally-placed to provide the optimal design solution.

Speaking upon the successful completion of the physical design, Brendan Barry Director of IC Development at Movidius commented:

"We were undertaking a very complex design on a 65nm technology node. We needed to engage a physical design partner that understood how to overcome the design challenges through a deep knowledge of the toolsets involved. IC Mask Design met all the criteria to give us the confidence that the design could be delivered on target and within the aggressive constraints that we outlined."

About Movidius

Movidius is a fabless semiconductor company whose technology provides unique video editing and post production capabilities for the creation of User Generated Content for mobile social networking. Movidius' video processor hardware and application software is specifically designed to suit low power mobile phone and consumer electronics, enabling handset manufacturers to create highly differentiated products and enhanced user experiences.

Movidius has offices in Dublin and Hong Kong, with a substantial software development centre in Romania. The Company is venture backed, with investors including: Celtic House Venture Partners, Capital-E, Emertec Gestion, AIB Seed Capital Fund and Enterprise Ireland.

www.movidius.com

About IC Mask Design

IC Mask Design is an industry leader in the provision of Physical Design Services to the semiconductor industry. Our services encompass IC Layout and Training Programs. IC Mask Design delivers expertise in Analog, RF, mixed-signal and digital design using the latest tools from leading EDA vendors. We also provide training courses covering the complete spectrum of physical design.

For More Information, Please Contact:

Fergal Brosnan

IC Mask Design Limited

EAC

Moylish Park

Limerick

Ireland

t: +353 (0)61 448 530

f: +353 (0)61 448 531

e: fbrosnan@icmaskdesign.com

w: <http://www.icmaskdesign.com>