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## Company Press Release

# IEEE 1394 Audio/Video Link Layer Core Now Available from Innovative Semiconductors

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Dec. 9, 1998--Targeting the growing market for digital video set-top boxes, Innovative Semiconductors announced today the availability of its IEEE 1394a-compliant Audio/Video Link Layer controller core, the SL770.

The FlexFire(tm) SL770 provides the 1394 interface for high-performance audio, video, and data applications that require MPEG-2 format isochronous data transfer according to the IEC 61883 specification. The SL770 will support content protection per the 5C Digital Transmission Content Protection Specification.

The SL770 A/V Link Layer controller is the first in a series of application-specific Link Layer cores based on Innovative Semiconductors' silicon-proven FlexFire building block architecture. The company's general-purpose Link Layer controller, the SL755, was the industry's first silicon-verified 1394 Link Layer controller core. The new SL770 core can be integrated with Innovative Semiconductor's mixed signal 400 Mbits/sec PHY Layer controller core (the SL730) for single chip applications, or it can work with commercially available PHY Layer controller chips.

"IP products such as Innovative Semiconductors' FlexFire A/V Link Layer core pave the way for systems and semiconductor companies to rapidly reach the market with IEEE 1394 products that meet the demands of an increasingly sophisticated consumer base," said Mark Kirstein, research director for Cahners' In-Stat Group, a leading technology market research firm. "Today's consumer is increasingly technically savvy when it comes to electronics products, choosing more and more advanced electronics products when they shop. Our market predictions bear this out. While it is estimated that fewer than three percent of the PC, peripheral and consumer electronics devices shipped in 1998 will have IEEE 1394 support, by the year 2001, we expect that number to grow to more than 38 percent." According to In-Stat, the market for IEEE 1394-capable set-top box products is expected to reach over 5 million units by 2000.

"By incorporating the audio/video block directly into the link controller, we simplify the design of advanced products for customers who plan to use 1394 for video transport," said Nabil Takla, president of Innovative Semiconductors. "Our customers, industry leaders who have adopted the FlexFire architecture for its silicon-proven reliability and scalability, have shown enthusiastic response to this core."

The SL770 is available in synthesizable RTL, and includes a comprehensive test bench, validation suite, synthesis scripts, and user documentation. The SL770 is available immediately, with license fees beginning at \$200K.

About Innovative Semiconductors

Innovative Semiconductors, Inc. develops semiconductor Intellectual Property (IP) cores, the building blocks for high performance ICs and chip sets for video and communications applications. The company's products include cores that support the Video Interface Port (VIP) standard, the IEEE 1394 standard, the Universal Serial Bus (USB) standard, and video compression standards. Customers include 3Dfx, Accelerix, LSI Logic, NVIDIA, OKI, S3, Samsung, Siemens, SGS-Thomson, and Trident. Innovative Semiconductors is a member of the 1394 Trade Association, VESA, VSI, and RAPID. The company was founded in 1992, and is headquartered in Mountain View, CA. Further information can be found at <http://www.isi96.com>.

Note to Editors: FlexFire is a trademark of Innovative Semiconductors, Inc. All other brand or product names may be trademarks or registered trademarks of their respective companies.

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