Virage Logic Launches Next Generation Embedded Non-Volatile Memory

New Release of NOVeA(R) Provides Designers of Consumer and Secure Applications With Significant Area and Power Reductions

FREMONT, Calif.--Jan. 29, 2007--To support the low cost and high performance requirements of today's consumer and secure applications, Virage Logic (NASDAQ:VIRL), the semiconductor industry's trusted IP partner and pioneer in Silicon Aware IP(TM), introduced its next generation embedded non-volatile product -- NOVeA. NOVeA provides a multi-programmable embedded non-volatile memory which is key in applications requiring sophisticated security and digital rights management (DRM) capabilities such as Flash memory cards, DVD players and recorders, set-top boxes and RFID tags. This next generation NOVeA product delivers significant area and power reductions to better address advanced consumer and secure applications. Like previous NOVeA releases, this next generation product can be manufactured on a standard CMOS process.

At less than 50 percent the area of previous NOVeA versions, this new offering provides developers of cost sensitive consumer and secure applications with dramatic area savings. Additionally, the new NOVeA consumes roughly 30 percent less power than previous NOVeA versions, important in consumer applications and in passive RFID tags, where the read distance is governed by power consumption. With its 100 percent cell redundancy architecture, NOVeA also provides designers with high yield and reliability.

"As the market demands smaller and lower power devices, designers are requiring enabling technologies that can aid them in bringing low cost products to market more quickly," said Rich Wawrzyniak, Senior Analyst, Semico Research Corporation. "The introduction of the latest NOVeA will help meet designers' current development requirements head-on, while also addressing security and encryption concerns."

"Wireless networking technology for control and status reading applications requires low-cost and low-power solutions. Virage Logic's next generation NOVeA technology, with its small size and power efficient design, allows us to address our cost and power requirements," said Niels Thybo Johansen, chief technical officer for Zensys.

"Our next generation NOVeA product provides significant area and power savings enabling our customers to deploy more competitive and diverse end-applications," said Pat Lasserre, director of NOVeA marketing for Virage Logic. "Since the first introduction of NOVeA in 2002, customers have looked to Virage Logic as their trusted IP partner for secure, cost effective alternatives to traditional embedded non-volatile technologies."

About NOVeA

The next generation NOVeA, based on the existing NOVeA bit cell, addresses the unique requirements of consumer and secure applications. As in previous releases of the product, NOVeA can be manufactured on a standard CMOS logic process. This new product expands the density to 16K bits, allowing EEPROM replacement in many applications. As in previous generations, NOVeA requires no additional masking, process steps or process modifications. It can be manufactured on a standard CMOS logic process thereby making it ideal for cost-sensitive consumer and secure applications like digital rights management that require less than 16K bits of non-volatile memory.

One-time programmable applications, such as programmable fuses, device ID or device options can also use NOVeA. Unlike pure one time programmable solutions, NOVeA offers 100 percent verification at test. Pure one time programmable devices are not verified at test if they are shipped unprogrammed to the end customer application. NOVeA allows for device programming and thus verifies at test before erasing and shipping it unprogrammed to end applications. NOVeA is reprogrammable in-system up to 100,000 times and has specified endurance for 10 years at 125 degrees Celsius.

Availability and Pricing

The next generation NOVeA is available today. Pricing varies depending on process node: 180nm, 130nm or 90nm. Please

contact info@viragelogic.com for further information.

About Virage Logic Corporation

Founded in 1996, Virage Logic Corporation (NASDAQ:VIRL) rapidly established itself as a technology and market leader in providing advanced embedded memory intellectual property (IP) for the design of complex integrated circuits. Today, as the semiconductor industry's trusted IP partner, the company is a global leader in IP platforms comprising embedded memories, logic, and I/Os, and is pioneering the development of a new class of IP called Silicon Aware IP(TM). Silicon Aware IP tightly integrates Physical IP (memory, logic and I/Os) with the embedded test, diagnostic, and repair capabilities of Infrastructure IP to help ensure manufacturability and optimized yield at the advanced process nodes. Virage Logic's highly differentiated product portfolio provides higher performance, lower power, higher density and optimal yield to foundries, integrated device manufacturers (IDMs) and fabless customers who develop products for the consumer, communications and networking, hand-held and portable, and computer and graphics markets. The company uses its FirstPass-Silicon(TM) Characterization Lab for certain products to help ensure high quality, reliable IP across a wide range of foundries and process technologies. The company also prides itself on providing superior customer support and was named the 2006 Customer Service Leader of the Year in the Semiconductor IP Market by Frost & Sullivan. Headquartered in Fremont, California, Virage Logic has R&D, sales and support offices worldwide. For more information, visit **www.viragelogic.com**.

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