

Sonics CEO Discusses Crucial Role of Intelligent Interconnects in SoC Design at Semico Conference

--(BUSINESS WIRE)--

What: At Semico Research's Impact Series showcasing winning semiconductor intellectual property solutions, Grant Pierce, Sonics president and CEO, joins a panel of other industry leaders to discuss Multiprocessor SoCs, The Next Hurdle for the Intellectual Property Market. The SoC market has entered a time where multiple processors are commonly used on a single complex SoC to satisfy customer demand for more content, functionality and performance. Panelists will outline IP solutions that support the continued rise of CPU cores. Pierce will highlight why a significant increase in data flow design complexity requires a shift in design methodology to intelligent interconnects in order for companies to significantly reduce development times while also dramatically lowering SoC development costs.

When: Thursday, June 9, from 1:45 - 3:00 p.m.

Where: The Wyndham Hotel -- 1350 North First Street, San Jose, CA

About Sonics

Sonics, Inc. is the premier supplier of SMART Interconnects that deliver high SoC design predictability and increased design efficiency. Major semiconductor and systems companies including Broadcom, Samsung, Texas Instruments and Toshiba have applied Sonics' SMART Interconnects in leading products in the wireless, digital multimedia and communications markets. Sonics is a privately-held company funded by Investar Capital, Smart Technology Ventures, TL Ventures, Easton Hunt Capital, JAFCO Ventures, and H&Q Asia-Pacific. For more information, see www.sonicsinc.com.

About Semico

Semico Research Corp is a marketing and consulting research company located in Phoenix, Arizona. Semico was founded in 1994 by a group of semiconductor industry experts. We have improved the validity of semiconductor product forecasts via technology roadmaps in end-use markets. Semico offers custom consulting, portfolio packages, individual market research studies and premier industry conferences. www.semico.com.

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