



Arasan Chip Systems extends UFS leadership with UFS, UniPro, and M-PHY IP

Total IP Solution includes UFS Hardware Validation Platform and Host/Device Software

San Jose, California – November 5, 2012 - Arasan Chip Systems, Inc. ("Arasan"), a leading provider of Total IP Solutions, announced today it has strengthened its leading position in the UFS market with major new contracts giving Arasan the largest market share in the rapidly developing UFS market. Four out of the ten Top Semiconductor manufacturers have selected Arasan as their supplier for UFS/UniPro and M-PHY IP.

Arasan is the only IP provider that is simultaneously participating in MIPI® Alliance working groups defining M-PHY, in JEDEC defining UFS, and in UFSA defining the UFS test and compliance standards. UFS is the standard formally defined by JEDEC to supersede the popular eMMC standard. Arasan is also the leading provider of SD/eMMC IP and has more than 280 customers for these IP's.

Arasan offers a Total IP Solution for [UFS with Host controller IP](#), [Device controller IP](#), and [M-PHY](#) in its product family. In addition, Arasan offers Linux-based [UFS Hardware Validation Platforms](#) for early software development and use as hardware reference platforms. These platforms include Arasan UFS IP as well as a UFS command-level GUI. UFS has also been adopted by the MIPI Alliance as a data transfer standard designed for mobile systems.

UFS has the ability to achieve transmission speed of 2.9 Gbps per lane, which allows UFS 1.1 to greatly improve the data transfer rate between the flash data storage device and the application processors in smart phones and tablets, especially when running multiple applications concurrently. Arasan UFS IP solutions support UFS High-Speed Gear 1 and Gear 2 performance specifications and are Gear-3 ready in anticipation of the next version of the specification. UFS offers large storage capacity for data and boot code. Applications include mobile phones, tablets, DSC, PMP, MP3, and other applications requiring mass storage, boot storage, XiP or external cards. The UFS standard is a low pin-count, high-performance, serial interface that efficiently moves data between a host processor and mass storage devices. UFS transfers follow the SCSI model, but with a subset of SCSI commands.

Availability

Arasan's UFS Host Controller IP, UFS Device Controller IP and UFS M-PHY are available immediately for licensing. Deliverables include Verilog HDL of the IP Core, Verification IP, synthesis scripts, and documentation for the soft IP and GDSII for the hard IP. Arasan's UFS Hardware Validation Platforms are also available now.

About Arasan

[Arasan Chip Systems](#) is a leading provider of Total IP Solutions for mobile storage and connectivity applications. Arasan's high-quality, silicon-proven, Total IP Solutions include digital IP cores, analog PHY interfaces, verification IP, hardware verification kits, protocol analyzers, software stacks and drivers, and

optional customization services for MIPI, USB, SD, SDIO, MMC/eMMC, CF, UFS, xD and many other popular standards. Arasan's Total IP products serve system architects and chip design teams in mobile, gaming and desktop computing systems that require silicon-proven, validated IP, delivered with the ability to integrate and verify both digital, analog and software components in the shortest possible time with the lowest risk.

Unlike many other IP providers, Arasan's Total IP Solution encompasses all aspects of IP development and integration, including analog and digital cores, hardware development kits, protocol analyzers, validation IP and software stacks and drivers and optional architecture consulting and customization services. Based in San Jose, CA, USA, Arasan Chip Systems has a 16 year track record of IP and IP standards development leadership.

Learn more

To learn more about Arasan's UFS solution, please visit our product page at arasan.com or view our [webinar](#) on UFS.

For further information please contact:

Sales Contact (China, Singapore, Taiwan, Vietnam)

Jill Chen
Avant Technology Inc.
886-3-516-0128 x2306
www.avant-tek.com
sales@avant-tek.com

Sales Contact:

Ron Mabry
Arasan Chip Systems, Inc.
408-282-1600 x108
sales@arasan.com

PR Contact:

Ursula Hultqvist
Arasan Chip Systems, Inc.
408-282-1600 x111
pr@arasan.com