SoCtronics Announces the First 28nm Design Tapeout from India by the World's Premier Design Service Company

Customers can rely on SoCtronics for ultra-deep submicron design know-how

Santa Clara, California – October 18, 2011

SoCtronics, a leading semiconductor and embedded software engineering services company located in Santa Clara, CA and Hyderabad, India, today announced that it has successfully completed India's first 28nm design by a design service provider. The design project was contracted by a leading fabless semiconductor company from Silicon Valley. It is targeted for 28nm HPL process at the world's leading semiconductor foundry. Customers of SoCtronics can now benefit from the know-how and experience accumulated from this combination of trail-blazer technology and project.

In the sea of design service providers, SoCtronics stands out as more than a resource supplier. SoCtronics invests heavily in infrastructure and know-how to successfully execute highly complex and advanced VLSI designs. The company's Design Foundry™ business model with Experts-on-Demand delivery has achieved best-in-class results in terms of first time silicon success and value for its customers.

"Engineering execution complexity increases exponentially for each new technology node," says Dasaradha Gude ("GD"), founder and chairman of SoCtronics. "At 28nm, challenges such as litho/DFM aware routing and LPC/CMP checks are integral parts of the standard flow. It has definitely come to the point where only niche experts can work on such leading edge projects. At SoCtronics, our customers have access to teams of dedicated experts in each facets of the design flow. The timely and successful execution of highly complex projects is our passion and commitment."

"Our customers typically operate in their highly competitive market segments," remarked Murali Kuppili, vice president of marketing at SoCtronics. "To be successful in their markets, our customers have to focus on their own technologies and products. As their partner, SoCtronics takes the burden of chip implementation off their shoulders. This frees up their engineers from having to keep up with the ever increasingly complex VLSI design methodologies. We focus on what we do best so that our customers can focus on their product developments."

SoCtronics has operated in the stealth mode over the years despite its stellar track record of continuous stream of first-time-successes in very complex SOC, processor and mixed signal chip designs in the most advanced foundry technologies. In September of 2011, the company has opened its California office and design center to serve its international customers.

About SoCtronics – Design Foundry™

SoCtronics is a customer-focused VLSI design and embedded software service company operating since 2003. The company is headquartered in Hyderabad, India and has design center in Santa Clara, California. SoCtronics offers complete spec-to-silicon turnkey solutions that include embedded systems and software/firmware co-development. The company has over 500 employees world-wide and is privately owned and operated. For more information, please visit http://www.soctronics.com/.

Press contact, SoCtronics Pvt. Ltd.
Sahana Kanjula
+91 40 3061 5555
Sahana.kanjula@soctronics.com

Press Contact, SoCtronics, Inc.
Joseph Hong
+1 408 400 7376
jcyhong@soctronics.com