



PRESS RELEASE

April 25, 2006 San Jose, CA

### **Arasan Chip Systems participates in the First CE-ATA Plugfest.**

Arasan Chip Systems, Inc. ("Arasan"), a leading supplier of reusable Intellectual Property (IP's) cores and associated design services, will be bringing its CE-ATA products to the industry's first CE-ATA Plugfest in Milpitas April 25-27, 2006. The objective of the CE-ATA Plugfest is to bring market leaders in the CE-ATA industry together to ensure proper operation among their CE-ATA products. Through interoperability testing with Device Vendors, such as Marvell, Seagate, and Hitachi, Arasan can assure the superior quality of its CE-ATA Products.

Arasan will be showing off its CE-ATA Host IP core which has been prototyped on an FPGA board and its CE-ATA Linux Stack during the plugfest. Arasan's CE-ATA Host IP Core based FPGA board along with the Linux Stack is sold as a CE-ATA Host Hardware Development Kit ("HDK") and is useful for CE-ATA Development and Testing. The simple PCI based CE-ATA board can be plugged into any x86 PC and the Linux stack can be loaded on to it. Arasan also has its proprietary CE-ATA stack for Win CE 5.0 which is bundled with the HDK.

Arasan's CE-ATA Host IP core also supports the SD, SDIO and MMC 4.x standards in addition to CE-ATA, thereby addressing the flash based storage cards as well. Arasan will soon be releasing the AC5000 Host ASSP which addresses SD/SDIO, MMC 4.x and CE-ATA for the embedded systems market.

Over 12 companies have licensed Arasan's CE-ATA Host IP core, some of whom are the founding members of the CE-ATA Association. Arasan's CE-ATA Host HDK is already in use by CE-ATA HDD vendors like Seagate, Marvell etc. proving interoperability prior to the Plugfest.

#### **About CE- ATA**

CE-ATA is based on the MMC electrical interface, using an optimized subset of the ATA command set to improve performance for multimedia applications in handheld and consumer electronic devices.

CE-ATA is a new storage protocol that has a number of advantages due to its compact design and power efficiency making it an ideal protocol for consumer electronic products based on the continual need for miniaturization. CE-ATA is the development of the next generation of digital media players, digital recorders, digital audio players and multi-media cellular phones.



## **About Arasan**

Arasan Chip Systems Inc. founded in 1995, is a leading supplier of Reusable Intellectual Property (IP's) cores, semiconductors and associated electronic design services. Arasan's product portfolio is focused on Bus Interfaces and includes IP's for USB 1.1 & 2.0, PCI, MMC4 and SDIO technologies. We offer Services in Front End Design and Software Development for Design Realization, IP Customization and System Bring up. Arasan is headquartered in San Jose, California, with design centers in India and support options available in Taiwan, China & Europe.

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