



PRESS RELEASE

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Arasan Demonstrates World's First SD / SDIO Host Ver 2.00 IP Core with Advanced DMA.

Arasan Chip Systems, Inc. ("Arasan") a leading provider of IP products for the Bus Interface Standards today publicly announced the availability of its **SDIO Host Core compliant to the Ver 2.00** Draft Specifications from the SD Association. The Ver 2.00 compliant Standard SD Host supports the Advanced DMA function which reduces the protocol overhead and improves throtput. The IP has already been delivered as the standard release to recent customers and as an upgrade to existing customers.

Mr. Rich Timpa VP of Worldwide Sales at Arasan says "While we have been providing the version 2.00 core to customers since Q4 2005, we are happy to publicly announce the 2.00 SDIO Host core as a standard release. Customers licensing from Arasan continue to benefit from our high level participation in the SD Association and 10 years of experience in the IP business. As part of our commitment to the Support & Maintenance of our IP's, we are releasing the Ver 2.00 IP to all customers who have active support and maintenance agreements."

Private demonstrations showcasing Arasan's latest technology were held at the Las Vegas Hilton during the CES show. The demonstration platform consists of **Arasan's SD/MMC4/CE-ATA Host board** plugged into a X86 PC running Red Hat Linux & Microsoft Win CE 5.0. Arasan's **SDIO Linux Stack** was used with Red Hat and Arasan modified Microsoft Stack on CE 5.0. Various SD Memory cards & **Arasan AC21C00 ASIC** based SDIO Cards were used during the demonstration.

Mr. Prakash Kamath, VP of Engineering who as at hand during the demonstrations stated, "Major software vendors and semiconductor companies are already using Arasan's Ver 2.00 platform for interoperability testing and product development. Our many licensees have been impressed with Arasan's continued improvements to the existing product line allowing them to stay ahead of the competition."

Arasan's **CE-ATA Host IP core** has also been upgraded to support the Ver 2.00 standard which the company hopes will get formalized during the SDA Meeting to be held in Shanghai, Mar 2, 2005.



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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