



For Immediate Release

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VinChip Licences Embedded USB 2.0 Host IP to Pictologic Inc.,

Antioch, CA 94509 – April 04, 2003 - VinChip Systems Inc., a leading provider of third party IP cores for connectivity standards has licensed Embedded USB 2.0 Host IP to Pictologic Inc., This IP catering to the embedded market place provides USB point-to-point connectivity feature to peripherals and consumer electronic devices enabling faster communication with one another without Host PC support.

"We are delighted to licence our USB 2.0 Embedded Host IP to Pictologic," said **Chezi Ganesan**, *President of VinChip Systems*. Embedded USB 2.0 Host IP, which is at the cusp of digital convergence, complements our existing offering and caters to the ever increasing demand from Set-top box, PDA, Digital camera, smart phone and printer vendors, who want to add this feature to their offerings. This technology and process independent IP, targeted at embedded market place, will be available in VHDL / Verilog along with test bench, documentation and reference design as well as driver development support", Chezi Ganesan added

"Pictologic is extremely satisfied with VinChip's offshore and onshore support for this core", said **Stephen Chou**, CEO of Pictologic Inc. We are happy with the unwavering commitment extended by VinChip's design team in finishing and delivering a quality IP meeting project deadlines", he added.

Embedded USB 2.0 Host IP from VinChip Systems will be available from second week of April 2003 and customers are requested to contact (408) 777-2922 x105 or info@vinchip.com for more information on availability and pricing.

About VinChip

VinChip Systems was founded to fill the design productivity gap brought about by advances in semiconductor manufacturing and reducing product life cycles. Now, OEMs are provided with an opportunity to design an entire system on a chip leading to reduced cost and increased reliability. But, they also face the prospect of designing products whose design and development cycle matches the products' life cycle and in some cases outstrip the life cycle.

VinChip recognized the role of silicon proven intellectual property cores and Design services in the current scenario and has brought in a team of design experts and domain experts with wide experience in developing solutions for Computing, Networking, Consumer electronics, Embedded systems, Avionics and Industrial systems.

About Pictologic

Pictologic, Inc. is in the business of providing advanced System-On-Chip Application Specific Integrated Circuit (SOC ASIC) solutions to manufacturers in the digital imaging devices markets. The digital imaging device market is forecasted to grow at a compound annual growth rate of about 8% in the next few years. Pictologic holds leading digital imaging technologies and is one of the key suppliers in this market segment.