



## Press Release

### RAPID BRIDGE LIQUIDCELL SELECTED BY CONNECT AS FINALIST FOR 2009 MOST INNOVATIVE NEW PRODUCT AWARD

#### *Metal-Programmable LiquidCell Recognized for Excellence in Innovation*

**SAN DIEGO, September 28, 2009** --- Rapid Bridge, an innovator in advanced semiconductor design and development processes, announced today that it has been selected as a finalist for the CONNECT 2009 Most Innovative Product (MIP) award for its revolutionary LiquidCell™ library. Recently launched at the 40nm process node, LiquidCell offers chip designers optimal performance, low power, smaller area, higher yield and unparalleled flexibility to reduce cycle time and enhance speed to market. LiquidCell consists of a metal-programmable sea of transistors that can be configured seamlessly into millions of usable elements from a library of over 700 standard cells.

#### **LiquidCell Innovation Delivers Value to Semiconductor Industry**

The LiquidCell library offers superior performance with the added feature of metal configurability to dramatically enhance speed to market. Utilizing a sea of transistors, LiquidCell allows designers to make full logic changes using metal masks only – reducing the cycle time and costs associated with chip spins and derivative products. For example, LiquidCell allows chip designers to tapeout and validate ICs before a Standard is finalized and then, once the Standard is finalized, release a fully compliant product with only a metal layer spin. With LiquidCell, Rapid Bridge customers can beat their competition to market with a fully verified system solution.

Additionally, recognizing the issues with advanced nanometer chip development, Rapid Bridge's design team created the low power LiquidCell, which is unrivalled in allowing designers to optimize power, area and performance lowering power consumption (both static and dynamic) by 20 to 40 percent, reducing cell count and corresponding core logic area by 25 to 35 percent and reducing timing closure efforts by more than 25 percent.

"Rapid Bridge's engineering and development team have delivered a revolutionary approach optimizing power, performance and area with low power LiquidCell," said Massih Tayebi, CEO of Rapid Bridge. "We are delighted and honored to be included among the finalists for the 2009 Most Innovative Product Award."

## About The Most Innovative Product Awards

The CONNECT MIP Awards, San Diego's "Oscars" for regional innovation, continue to showcase locally-developed, cutting-edge products covering a wide range of industries. From life saving medical technologies to the hottest new action sport equipment, the MIP Awards continue to be an indicator of the industries and technologies that drive San Diego's high tech economy. Winners will be announced on December 11th at the MIP Awards Luncheon, held at the Hilton La Jolla Torrey Pines, to an audience of over 800 of San Diego's top executives, entrepreneurs, service providers and academics. For more information about CONNECT's MIP Awards, please visit:

<http://www.connect.org/programs/most-innovative-products-award>.

## About Rapid Bridge

Rapid Bridge is a semiconductor technology company with a unique approach to addressing the industry's issues of cost, performance, power and time to market. Rapid Bridge's patented technology is baked into the product portfolio: LiquidIP™, LiquidASIC™ and LiquidSoC™. LiquidIP is a robust IP portfolio which includes the smallest and highest performing IPs in the industry. LiquidASIC lowers cost barriers and includes a complete collection of pre-defined ASIC platforms, interface subsystems and foundations IPs. LiquidSoC provides the industry's most cost efficient SoCs with customer-defined die size and IP resources, regular layout structures, and full programmability. Rapid Bridge enables the industry's genius. For more information on Rapid Bridge, visit us at [www.rapidbridge.com](http://www.rapidbridge.com).

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