



## Press Release

### RAPID BRIDGE NAMED TECHAMERICA HIGH TECH AWARDS FINALIST

#### *Rapid Bridge LiquidCell Recognized for Technological Innovation in the Semiconductor Category*

**SAN DIEGO, September 30, 2009** --- Rapid Bridge, an innovator in advanced semiconductor design and development processes, announced today that it has been selected as a finalist for the Sixteenth Annual TechAmerica High Tech Awards 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 – A Platform for Innovation**

Rapid Bridge's LiquidCell is a revolutionary library consisting of a metal programmable sea of transistors that can be configured into millions of usable elements supporting more than 160 functions from the 700 standard cells. 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.

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 – 40 percent, reducing cell count and corresponding core logic area by 25 – 35 percent and reducing timing closure efforts by more than 25 percent.

"We are delighted and honored to be included among the finalists for the TechAmerica High Tech Awards," said Massih Tayebi, CEO of Rapid Bridge. "Rapid Bridge's LiquidCell library offers chip designers a revolutionary approach to optimizing power, performance and area."

#### **About The TechAmerica High Tech Awards**

TechAmerica, the leading voice representing the U.S. technology industry, takes pride in recognizing outstanding regional companies every year at its annual awards ceremony. This year numerous local San Diego companies were nominated for their technological or business innovation; exceptional products or service; product marketplace

validation; perseverance in the face of adversity; and community involvement for consideration in nine categories, including Internet/Web Commerce; Computers and Related Products; Communications Products and Services; Clean Technology; Defense/IT Service; Semiconductor, Industrial and Analytical Instrumentation; Medical Technologies; and Outstanding Emerging Growth.

"The semiconductor, industrial and analytical instrumentation award category is especially competitive this year," commented Kevin Carroll, regional director, TechAmerica San Diego. "However, based on the caliber of Rapid Bridge's technology and its proven ability to aid chip designers, it's no surprise that company is a finalist for the award."

For the 2009 event, finalists will be acknowledged for their achievements on October 30th at the Hyatt Aventure in La Jolla.

#### **About TechAmerica**

TechAmerica is the leading voice for the U.S. technology industry, the driving force behind productivity growth and jobs creation in the United States and the foundation of the global innovation economy. Representing approximately 1,500 member companies of all sizes from the public and commercial sectors of the economy, it is the industry's largest advocacy organization and is dedicated to helping members' top and bottom lines. It is also the technology industry's only grassroots-to-global advocacy network, with offices in state capitals around the United States, Washington, D.C., Europe (Brussels) and Asia (Beijing). TechAmerica was formed by the merger of AeA (formerly the American Electronics Association), the Cyber Security Industry Alliance (CSIA), the Information Technology Association of America (ITAA) and the Government Electronics & Information Technology Association (GEIA). Learn more at [www.techamerica.org](http://www.techamerica.org).

#### **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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