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### Key ASIC Completes Optimized ARM926EJ-S Processor for Consumer Applications

**SANTA CLARA, CA and Cambridge UK (Oct. 22 2007)** – Key ASIC, a leading fabless design service provider of ASIC and System-on-Chip (SoC) products and an ARM® Partner; has completed the implementation of an ARM926-EJ-S™ processor optimized for operation at 350Mhz in 130nm CMOS process. Key ASIC has completed the design and hardened the ARM926EJ-S processor with 16K of I and D cache implemented on Silterra's CL130G, 130nm CMOS process.

"We have designed this optimized ARM926EJ-S processor with the specific intent of targeting consumer markets requiring CPU intensive functions such as single processor-based VOIP applications", said Wei-Kong Chia, CTO of Key ASIC, Inc.

As mobile VoIP applications take off, device power efficiency, coupled with low-cost becomes critical for successful mass deployment. "Single processor-based implementations have a significant advantage towards catering to this market", said Ron Victor, VP, Marketing & Business Development for HelloSoft, Inc. "HelloSoft's award winning VoIP technologies enable both high-performance and low-power, and the Key ASIC ARM 926 implementation is an excellent fit."

"We are pleased to see Key ASIC create high performance implementations of our CPU cores for the cost sensitive consumer market. By enabling end devices based on high quality soft-DSP VoIP, and eliminating the need for a dedicated DSP processor, Key ASIC is addressing the cost and power requirements of the coming generation of converged multimedia devices driving consumer product innovation." said Ian Drew Vice President, Segment Marketing, ARM.

Key ASIC has licensed the ARM926EJ-S and ARM946E-S processors and is a member of the ARM Connected Community. Key ASIC's optimized ARM926EJ-S processor is available as a hardened core for its customers. The silicon validation will be completed in early 2008. Key ASIC is now providing its high-speed optimized ARM926EJ-S processor and support to selected customers.

#### About Key ASIC

Key ASIC is a fabless provider of high-performance, low-power ASIC design and manufacturing services for consumer, wireless and personal electronics applications. Key ASIC has a portfolio of Semiconductor Intellectual Property targeted for consumer and mobile communications applications. Key ASIC has design locations in Silicon Valley (USA) and Kuala Lumpur, Malaysia. For more information please visit, [www.keyasic.com](http://www.keyasic.com).

#### About ARM

ARM designs the technology that lies at the heart of advanced digital products, from mobile, home and enterprise solutions to embedded and emerging applications. ARM's comprehensive product offering includes 16/32-bit RISC microprocessors, data engines, 3D processors, digital libraries, embedded memories, peripherals, software and development tools, as well as analog functions and high-speed connectivity products. Combined with the company's broad Partner community, they provide a total

system solution that offers a fast, reliable path to market for leading electronics companies. More information on ARM is available at <http://www.arm.com/>

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