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**NTT ELECTRONICS COMPLETES A GRAPHIC SOC DESIGN USING ARTERIS NOC  
TECHNOLOGY**

*Latest multi-media chip from electronics leader benefits from integration, performance  
advantages of pioneering on-chip communications solution*

SAN JOSE, California – April 7, 2010– Arteris Inc., a leading interconnect IP solutions provider, announced today that NTT Electronics has adopted its Network on Chip (NoC) technology for the on-chip communications requirements for NTT Electronics’ SoC design applications. The company successfully completed a system-on-chip (SoC) design for a graphics application that utilizes Arteris’s innovative NoC IP library and tools to integrate internally and externally developed IP blocks on the SoC. The successful SoC development was supported by Arteris’ Japan Distributor, Innotech.

“We have been very satisfied with the performance and quality of the Arteris NoC technology,” said Mr Shoichi Otake, NTT Electronics’ General Manager, 1<sup>st</sup> product Group Digital Video

Business. “We have accelerated our time to market and achieved significant performance advantages compared to other interconnect IP approaches. Based on this successful experience, we are deploying the Arteris NoC on other projects.”

The design from NTT Electronics is a graphics SoC which requires high efficient memory access and high throughput. Based on a deep sub-micron manufacturing process, the chip benefited from the Arteris solution’s ability to manage a high volume of on-chip communication traffic, efficiently integrate multiple IPs into the system while increasing system performance and decreasing silicon area.

“NTT Electronics has proven the benefits of implementing an NoC-based approach for their graphics SoC designs,” said Charlie Janac, President and CEO of Arteris. “We have high confidence that the advantages of the Arteris NoC technology provide technical and economic advantages to NTT Electronics that will translate into great end-user experience with NTT Electronics products.”

“NTT Electronics’ specification required a high performance solution and we are pleased that by using the Arteris’ NoC, they could easily implement the complicated inter-connect necessary to meet their objectives,” said Takashi Takahashi, Director of Innotech Corporation.

### **About NTT Electronics**

NTT Electronics is a market leader in the fields of digital video, photonics and broadband networking. As a member of the NTT Group, one of the world’s leading telecommunications companies, NTT Electronics develops and supplies LSI devices and equipment incorporating superior, state-of-the-art technology for video processing and communications.

The company's video compression technologies are adopted by many broadcasting stations and are highly rated in both domestic and overseas markets. Under the slogan of “Creator of Real High Definition” the company has been strongly supporting broadcasting stations to enable the transmission, editing and broadcasting of high-quality videos.

### **About Arteris**

Arteris, Inc. provides semiconductor interconnect IP, and tools to improve communication performance of ICs for wide range of applications. Results obtained by using Arteris IP product line include lower power, higher performance, lower risk of development and faster delivery of simple to complex ICs, SoCs and FPGAs.

Founded by networking experts, Arteris operates globally with headquarters in San Jose, California and an engineering center in Paris, France. Arteris is a private company backed by a group of international investors including ARM Holdings, Crescendo Ventures, DoCoMo Capital, Qualcomm Incorporated, Synopsys, TVM Capital, , and Ventech. More information can be found at <http://www.arteris.com>.

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