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Arasan Chip Systems, Inc. (“Arasan”), a leading provider of Total Semiconductor IP Solutions, announced today that the company has increased its International support further by expanding the sales territory for its Sales Representative Avant Technology. The company provides Sales and Marketing support for Arasan Chip Systems in greater China (China-Taiwan), and has now extended its Sales region to also include Singapore and Vietnam.

Avant Technology Inc. is a professional EDA and IP distributor in Asia with Sales offices in China, Taiwan and Korea. Avant Technology specializes in leading-edge MEMS solutions, Processor & Embedded Memory IPs, Interface IPs such as MIPI & SDIO, Audio IPs, PCI-Express & SATA Verification IPs, and EDA Tools such as ESL C-based Design, Mixed-Signal Design, Design for Test, Design Quality Monitor, Validation of Cell Library Integrity as well as IBIS Model Generation.

“We have a very aggressive expansion plan for Europe and Asia”, notes Ron Mabry, Vice President Worldwide Sales. “We are pleased to have Avant Technology represent Arasan in Taiwan, Vietnam, Singapore, and China. This will further strengthen our ability to provide our customers with top quality silicon-proven IP products.”

About Arasan

Arasan Chip Systems is a leading provider of Total IP Solutions for mobile storage and connectivity applications. Arasan's high-quality, silicon-proven, Total IP Solutions include digital IP cores, analog PHY interfaces, verification IP, hardware verification kits, protocol analyzers, software stacks and drivers and optional customization services for MIPI, USB, SD, SDIO, MMC/eMMC, CF, UFS, xD and many other popular standards.

Arasan's Total IP products serve system architects and chip design teams in mobile, gaming and desktop computing systems that require silicon-proven, validated IP, delivered with the ability to integrate and verify both digital, analog and software components in the shortest possible time with the lowest risk.

Unlike many other IP providers, Arasan's Total IP Solution encompasses all aspects of IP development and integration, including analog and digital cores, hardware development kits, protocol analyzers, validation IP and software stacks and drivers and optional architecture consulting and customization services.

Based in San Jose, CA, USA, Arasan Chip Systems has a 15 year track record of IP and IP standards development leadership.

About Avant Technology

Avant Technology was established in 1990 as a professional EDA & IP distributor in Asia. The company is headquartered at 5F-1, No. 83, Section 2, Gongdaowu Road, Hsinchu, Taiwan 30070 and has Sales offices in China, Korea and Taiwan.