



***NEWS ANNOUNCEMENT***

***FOR IMMEDIATE RELEASE***

**Symwave and PLDA Demonstrate  
World's First Multi-Vendor USB 3.0 Interoperability**

**LAS VEGAS, Nevada, January 8, 2009** – Symwave, Inc., a semiconductor supplier of high-performance analog/mixed-signal connectivity solutions for the PC, consumer and mobile devices, and PLDA, the industry leader in high-speed interconnect IP, today announced collaboration on a USB 3.0 interoperability demonstration at the International Consumer Electronics Show (CES) in Las Vegas, Nevada from January 8-11, 2009. The demonstration will showcase real-world data transfers between a PLDA SuperSpeed USB 3.0 host and a Symwave device at 5 Gigabits per second.

Recently, at the SuperSpeed USB Developer's Conference, Symwave announced and demonstrated the world's first USB 3.0 physical layer device (PHY) at the same time as the first public release of the Revision 1.0 Specification. The USB 3.0 specification is a rapidly emerging technology that increases the speed of USB to 5 gigabits per second, reducing system latency and improving overall system power management. Also, PLDA announced the immediate availability of a new line of SuperSpeed USB IP products designed for ASIC and FPGA. The announcement significantly expands PLDA's presence in the interconnect IP market and extends its existing leadership in the PCI space to this new standard.

"Symwave is excited to team with PLDA to demonstrate for the first time USB 3.0 interoperability. Product maturity and interoperability are the catalysts of high volume markets and SuperSpeed USB 3.0 will be no different," said John O'Neill, vice president of marketing for Symwave. "PLDA is clearly on a path to become a leading supplier of USB 3.0 technology based on their execution to date."

"We are pleased to work closely with Symwave on the development of our USB 3.0 IP," said Stephane Hauradou, PLDA's CTO. "Symwave's product developments have moved on a very aggressive timeline and are poised to have a significant time-to-market advantage in the SuperSpeed USB 3.0 markets they are pursuing."

Symwave and PLDA's technology demonstration will be held in a private suite at the Las Vegas Hilton immediately adjacent to CES being held at the Las Vegas Convention Center (LVCC). To schedule an appointment to view the demo or to receive additional information, please contact Jim Kappes at (858) 774-7122 or [jim.kappes@symwave.com](mailto:jim.kappes@symwave.com). To schedule a press briefing, please contact Lauri Julian at (949) 280-5602 or [l.julian@mediaconnectpr.com](mailto:l.julian@mediaconnectpr.com).

### **About PLDA**

PLDA designs and sells a wide range of ASIC and FPGA interconnect IP solutions including bus controllers and bridge IP. The company offers complete solutions, including IP cores, hardware, software, consulting services, and comprehensive technical support provided directly by the IP designers. Founded in 1996 and profitable since its inception, PLDA is privately owned. The company maintains offices in San Jose, California and headquarters in France and has a strong international distribution network.

### **About Symwave, Inc**

Symwave is a global fabless semiconductor company that designs, develops and markets high-performance analog/mixed-signal integrated circuits and related system software solutions. The Company specializes in the design and development of low-power, high-speed, standards-based Serial Physical Layer ICs (PHYs) and Analog Front End ICs (AFEs) leveraging its proprietary mixed-signal technology and silicon design capabilities. Symwave is focused on defining, developing and delivering best-in-class/first-in-class solutions for its customers, leveraging an experienced world-class analog/mixed-signal IC design team and unique IP portfolio. Symwave is a privately held company funded in 2004 headquartered in Orange County, CA with a Design Center in Shenzhen, China, and offices in San Diego, CA, and Taipei, Taiwan. The company is backed by top-tier venture capital firms including Kodiak Venture Partners and CMEA Ventures, among others. Additional information is available at [www.symwave.com](http://www.symwave.com).

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