



Editorial Contact:

Sarah Miller
ThinkBold Corporate Communications
+1 231.264.8636
sarah@thinkbold.com

LARS KRUSE JOINS CHIPVISION AS CHIEF ARCHITECT

Top Low Power EDA Design Tool Company Welcomes Technologist who Helped Originate ORINOCO Product

OLDENBURG, Germany and SAN JOSE, Calif. – Sept. 27, 2007 – ChipVision Design Systems, the low power specialist in electronic design automation (EDA), today announced that Dr.-Ing. Lars Kruse has joined the company as chief architect. In this role, he is responsible for driving technology development of ChipVision's ORINOCO® low power design optimization EDA solution that helps companies achieve substantial power savings and complete their designs more quickly.

Kruse, who originally helped create ORINOCO, brings to ChipVision extensive technology experience in Silicon Valley and Europe. Previously, Dr. Kruse was a member of the research and development department at Magma Design Automation, working on low power design and power verification tools; he also served as Manager Product Development at Magma for the past two years, responsible for developing and productizing power grid verification and design tools. Earlier, Dr. Kruse worked as a consultant on hardware and embedded software design. He began his career at the OFFIS Institute for Information Technology in Oldenburg, Germany, where he managed the low power group and inspired the founding of ChipVision.

Patent holder Dr. Kruse also has patents pending in high-level power estimation and power optimization. He has authored several articles published by the IEEE, and also has presented numerous papers at conferences including ISSS, PATMOS, DATE, ISLPED, and ICCAD. He holds master's and Ph.D. degrees in technical computer science

from the University of Oldenburg, Germany, and wrote his Ph.D. dissertation on “High-Level Power Estimation and Optimization.”

“Lars Kruse’s technological insight was a guiding factor in ORINOCO’s creation, and we are so pleased to have a person of his calibre onboard,” said Thomas Blaesi, chief executive officer at ChipVision. “His impressive technical credentials and industry experience – combined with his intimate knowledge of ORINOCO – make him the ideal person to guide ChipVision’s technology development for low power design tools and methodologies.”

About ChipVision Design Systems

ChipVision Design Systems is the leading supplier of low power system-level electronic design automation (EDA) software tools and services. ChipVision’s ORINOCO[®] software enables semiconductor developers to estimate and optimize the energy dissipation in critical blocks of their design prior to RTL development. The impact of this electronic system-level (ESL) approach is significant energy savings in less time. The company’s solutions are based on open industry standards including SystemC[®]. ChipVision is headquartered in Oldenburg, Germany, and has offices in Munich and San Jose, Calif. For more information about ChipVision and its products and services, visit www.chipvision.com.

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