

SiliconBlue FAQ

Q1: What does SiliconBlue do?

A1: SiliconBlue provides the world's first mobileFPGA™ an ultra-low power, single-chip, SRAM FPGA (field programmable gate array).

Q2: What are SiliconBlue's target markets and applications?

A2: Fast-growing consumer, battery-based mobile applications such as smart phones, eBooks/ePaper, netbooks, digital picture frames, mobile internet devices, portable media players, handheld POS, medical instruments, digital still cameras and flash camcorders. According to Semico Research, handheld applications are a rapidly growing market for programmable logic as sales in these applications are forecasted to be over US\$1 billion by 2012.

Q3: How long has SiliconBlue been in business?

A3: The Company was funded in 2006 and has a highly-skilled team of PLD experts who have been instrumental in developing and patenting many of the leading programmable logic technologies on the market today.

Q4: Who are SiliconBlue's investors?

A4: NEA (New Enterprise Associates), Blue Run Ventures and Crosslink Capital. The company received first round funding of \$16M in August 2006; and second round funding of \$24 million in October 2008.

Q5: Why does the industry need another FPGA company?

A5: SiliconBlue is focused on the consumer mobile market segment, which, in the past years has been poorly addressed by existing FPGA suppliers who are more focused on the high-end portion of the market. According to Semico Research, consumer handheld applications are a rapidly growing market for programmable logic as sales in these applications are forecasted to be over US\$1 billion by 2012. Based on the excitement generated by consumer products at CES, we expect to see significant growth in smart phones, ebooks, DPFs, netbooks and significant use of our mobileFPGAs in those applications. This "new" FPGA growth could be the only area that increases the FPGA TAM in the next few years. Mobile customers have used a combination of ASICs and ASSPs to address the power, price and area requirements for battery-operated products for years. SiliconBlue's iCE™ mobileFPGAs were designed from the ground-up to solve these issues; and they are the industry's first FPGAs to do so.

Q6: But Actel and others claim they offer low-power FPGAs?

A6: Actel does offer a low power FPGA solution but suffers from using a non-standard 130nm process that is two process nodes behind the industry. Xilinx and Altera have

architectures that, based on power, make them completely incapable of addressing the consumer mobile FPGA needs. SiliconBlue, on the other hand, uses a 65nm standard CMOS process, and has built an ultra-low power, single-chip, SRAM FPGA architecture from the ground up specifically for the consumer mobile market. This yields the smallest die, at the lowest power and at the lowest cost.

Q7: Given the recent economy, isn't this a tough time for a start-up?

A7: Yes, the economy is tough now but consumers are beginning to buy again. The consumer market is alive and well and design-in momentum is strong. The current market is forcing OEMs to revamp their current products with more competitive functions; thus causing a strong resurgence in the mobile market. As a result, SiliconBlue's design wins have gotten stronger over the last 3 months; with more than 40 confirmed design-ins.

Q8: Why is SiliconBlue on a path to be successful when other FPGA start-ups (i.e. Achronix, Abound Logic, Ambric, Mathstar, Cswitch) appear to be struggling or have gone out-of-business?

A8: There are many good reasons for our success:

- 1) SiliconBlue is the only FPGA start-up targeting the rapidly-growing mobile market (TAM expansion)
- 2) We are one of only three FPGA companies (together with Xilinx & Altera) that have 65nm FPGA products, and the first company to have 65nm production-qualified ultra-low power devices
- 3) SiliconBlue has successfully launched production-volumes of its iCE family of mobileFPGAs which includes 14 different device options, development boards and design tools
- 4) SiliconBlue has developed >50 low-power IP modules, resulting in over 40 major customer designs
- 5) The company completed a successful second round of funding (\$24M) in October 2008, during a down economy. We expect additional "special funding" to become available in the near future.

Q9: What do you believe is SiliconBlue's winning strategy for success?

A9: Our continued success revolves around 4 winning strategies:

- 1) Successfully address a large, rapidly growing end market looking for product differentiation and fast time-to-market:
 - a. The world has gone green, with low power based products; products are experiencing feature convergence at a record pace requiring new, unique features and functions to be successful
- 2) Develop an exclusive ultra-low power, single-chip SRAM FPGA solution to address this need:
 - a. SiliconBlue provides a mobileFPGA, developed from the ground up to address market demand for faster time-to-market, unique product capabilities at low cost

- b. Create a unique alternative to costly ASICs – using a SiliconBlue mobileFPGA, customers can bring new, innovative features to market at the lowest cost and lowest risk with the fastest time-to-market
- 3) Use the most innovative technology that provides a sustainable product advantage
 - a. We are the first company to product an ultra-low power, single-chip SRAM FPGA and the first to combine low power, NVCM (non-volatile configuration memory) with standard SRAM technologies at the 65nm LP process node
- 4) Well-funded with strong partnerships
 - a. \$40M (\$16M in Oct '06; \$24M in Oct '08)
 - b. TSMC – foundry; ASE – assembly & test; Magma – software

Q10: Who are SiliconBlue's customers?

A10: SiliconBlue is engaged with top tier manufacturers in all parts of the globe, with special focus in Asia and Japan. These customers have SiliconBlue under NDA so we're not allowed to provide a company names.