

## ***NEWS RELEASE***

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### **MediaTek Adopts Carbon Design's System-Level Modeling Tools**

*Cites Successful Deployment of Carbon Model Studio,  
Carbonized Models of Third-Party IP*

**ACTON, MASS. — October 30, 2009 — [MediaTek Inc.](#)**, a leading fabless semiconductor company for wireless communications and digital media solutions, and [Carbon Design Systems](#), the leading supplier of system level modeling and validation tools for system-on-chip (SoC) design, announced today that they have entered into a multi-year, strategic partnership to deploy Carbon Model Studio™ and Carbonized models of third-party intellectual property (IP) within Mediatek.

Over the past year, Mediatek engineers have successfully adopted Carbon's system-level modeling to speedup electronic system level (ESL) platform buildup. During this time, architects adopted Carbon's solutions for performance analysis and optimization of various subsystems in their advanced SoC designs.

Scott Seaton, vice president of sales and marketing at Carbon Design Systems, says: “This multi-year, strategic relationship between MediaTek and Carbon shows a deepening commitment by MediaTek to deploy system-level solutions to reduce time to market. It confirms our conviction that pre-built and pre-tested models of third-party IP and model generation tools are efficient to implement virtual platforms for architectural analysis/optimization and pre-silicon system validation.”

#### **About MediaTek Inc.**

[MediaTek Inc.](#) is a leading fabless semiconductor company for wireless communications and digital multimedia solutions. The company is a market leader and pioneer in cutting-edge SoC system solutions for wireless communications, high-definition TV, optical storage, and DVD and Blu-ray products. Founded in 1997 and listed on Taiwan Stock Exchange under the code “2454,” MediaTek is headquartered in Taiwan and has sales and research subsidiaries in Mainland China, Singapore, India, U.S., Japan, Korea, Ireland, Denmark and England. For more information, visit MediaTek’s website: [www.mediatek.com](http://www.mediatek.com).

#### **About Carbon Design Systems**

[Carbon Design Systems](#) offers the leading system validation solution for complex system-on-chip (SoC) designs. Target applications range from model generation and deployment to virtual platform creation, execution, and analysis. Carbon provides 100% implementation accuracy on the critical components required for accurate architectural analysis and pre-silicon hardware/software validation. Solutions are based on open industry standards, including SystemC, IP-XACT, Verilog, VHDL, OSCI TLM, MDI, SCML, CASI, CADI and CAPI. Carbon’s customers are systems, semiconductor, and IP

companies that focus on wireless, networking, and consumer electronics. Carbon is headquartered at 125 Nagog Park, Acton, Mass., 01720. Telephone: (978) 264-7300. Facsimile: (978) 264-9990. Email: [info@carbodesignsystems.com](mailto:info@carbodesignsystems.com). Website: [www.carbodesignsystems.com](http://www.carbodesignsystems.com).

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