

# Leadcore Achieves First-Pass Silicon Success with DesignWare MIPI IP in Smartphone Application Processor SoC

High-Quality, Silicon-Proven IP Accelerates Project Schedule by Four Months in Highly Competitive Mobile Market

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## Highlights:

- Achieved first-pass silicon success and accelerated time to market by four months with DesignWare MIPI D-PHY and DSI Host Controller
- Gained competitive advantage with silicon-proven MIPI IP that was significantly smaller and lower power compared to alternative solutions
- Successfully integrated the IP within two weeks with the support of Synopsys' technical experts, enabling Leadcore to focus on product differentiation

Synopsys, Inc. (Nasdaq: SNPS), a global leader providing software, IP and services used to accelerate innovation in chips and electronic systems, today announced that Leadcore Technology, a member of the Datang Telecom Technology and Industry Group, achieved first-pass silicon success for Leadcore's INNOPOWER® LC1810 application processor system-on-a-chip (SoC) using Synopsys' DesignWare® MIPI D-PHY and DSI Host Controller IP. The DesignWare MIPI IP enabled Leadcore to get a head start over their competition and gain market leadership in the fast-moving mobile industry. Using the area-efficient, low-power DesignWare MIPI IP, Leadcore met their aggressive area and power requirements and delivered production-ready designs four months ahead of schedule.

"With the tight time-to-market windows in the mobile market, we needed an established IP supplier that would provide high-quality and reliable solutions," said Dijun Liu, vice president, Leadcore Technology. "We successfully integrated the DesignWare MIPI IP into our design within two weeks, letting us focus our efforts on the differentiating portions of our design. The DesignWare IP helped us meet our project schedule and improved our product's time-to-market. We fulfilled our customer's requirements by using DesignWare IP from Synopsys."

Synopsys' area-efficient and low-power DesignWare MIPI IP enables designers to reduce overall system cost and extend the battery life of their mobile device designs by supporting multiple D-PHY configurations that can be optimized for the target application. The DesignWare MIPI D-PHY is compliant to the MIPI D-PHY interface specification v1.1, supports up to 1.5 Gbps and is configurable for host or device applications. The DesignWare MIPI DSI Host Controller offers a rich feature set that enables designers to easily incorporate display subsystems into mobile devices through a standard DSI interface, including a PPI interface to the D-PHY.

"As the mobile market is highly competitive and extremely fast-paced, companies like Leadcore must minimize their project schedules to get to market quickly," said John Koeter, vice president of marketing for IP and prototyping at Synopsys. "Synopsys is committed to providing high-quality IP solutions that deliver the area, power and performance that our customers need to win in competitive markets."

## Availability

DesignWare MIPI D-PHY and DSI Host Controller IP are silicon-proven and available now in a range of process technologies.

## About DesignWare IP

Synopsys is a leading provider of high-quality, silicon-proven IP solutions for SoC designs. The broad DesignWare IP portfolio includes complete interface IP solutions consisting of controller, PHY and next-generation verification IP, analog IP, embedded memories, logic libraries, processor solutions and subsystems. To accelerate prototyping, software development and integration of IP into SoCs, Synopsys' IP Accelerated initiative offers IP prototyping kits, IP software development kits and customized IP subsystems for rapid integration of IP into SoCs. Synopsys' extensive investment in IP quality, comprehensive technical support and robust IP development methodology enables designers to reduce integration risk and accelerate time-to-market. For more information on DesignWare IP, visit <http://www.synopsys.com/designware>.

## About Synopsys

Synopsys, Inc. (Nasdaq:SNPS) accelerates innovation in the global electronics market. As a leader in electronic design automation (EDA) and semiconductor IP, Synopsys delivers software, IP and services to help engineers address their design,

verification, system and manufacturing challenges. Since 1986, engineers around the world have been using Synopsys technology to design and create billions of chips and systems. Learn more at <http://www.synopsys.com>.

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