

Desay SV Standardizes on Synopsys Virtualizer Virtual Prototyping Solutions

Virtualizer Development Kits Allow Tier-1 Chinese Automotive Supplier to Start Software Development Earlier and Accelerate Testing

MOUNTAIN VIEW, Calif., April 22, 2019 /PRNewswire/ -- [Synopsys, Inc.](#) (Nasdaq: SNPS) today announced that Desay SV has adopted its Virtualizer™ virtual prototyping solution to accelerate software development of next-generation automotive systems. Desay SV is a leading automotive electronics company in China delivering in-vehicle infotainment systems, in-vehicle climatic controllers, digital instrument displays, and automotive vehicle technologies to global OEMs. Synopsys Virtualizer Development Kits (VDKs) enable automotive companies to establish a virtual environment to start software development earlier and accelerate automotive systems testing. Desay SV will use Synopsys' virtual prototyping solution for all advanced electronic systems including smart cabin and ADAS.

"Smart cars bring forward higher requirements on product quality and time to market from our customers," said Tan Choon Lim, chairman of Desay SV. "In the current age full of challenges and opportunities, we must proceed by innovating and providing our clients with smarter, more competitive, and safer automotive electronic products and services. As a leader in the market, Desay SV is the first enterprise in China to broadly adopt Synopsys' Virtualizer virtual prototyping solutions, greatly enhancing our product R&D efficiency to better serve customers in automobile manufacturing. And this is one of our major efforts to implement our smart, connected strategy."

Synopsys VDKs enable automotive companies to transition from physical to virtual-based development by establishing virtual electronic control units (ECUs). Virtual ECUs are fast simulations of the ECU hardware (processors and board components) used for software development and system testing. Tier 1 and OEM companies can start software development and testing up to 12 months before hardware is available. They can also expand testing to corner cases and fault testing (which is harder to perform in physical environments) and accelerate testing to deliver higher quality, safer products faster.

"Our current collaboration with a leading Tier 1 automotive supplier in China, Desay SV, is a milestone in the Chinese automobile industry," said Aart de Geus, chairman and co-CEO of Synopsys, Inc. "Together we deliver new methodologies into China's automotive industry, redefining R&D process, speeding up the development of automotive electronic systems, and accelerating the pace of innovation."

About Desay SV

Desay SV (SZSE: 002920), one of the leading automotive electronics companies, is an active player in the domain of smart cabin. It provides innovative, smart and competitive electronics solutions and services to smart driving and smart connected services. It focuses on the seamless integration of Man, Machine, and Lifestyle. Desay SV is committed to augment its expertise and capabilities in R&D, quality management, and intelligent manufacturing for over 30 years, ensuring that it is able to meet the diverse needs of OEM customers and provide them with superior solutions and services. Desay SV has established long-term partnerships with Volkswagen Group, Mazda, Volvo Cars, FAW Group, SAIC Group, Geely Auto, Great Wall Motors, GAC Group, Chery, NIO, XPENG and many other local and global OEM customers. Headquartered in Huizhou, Desay SV has set up R&D divisions and branch offices in Nanjing, Chengdu, Shanghai, Singapore, Europe and Japan.

About Synopsys

Synopsys, Inc. (Nasdaq: SNPS) is the Silicon to Software™ partner for innovative companies developing the electronic products and software applications we rely on every day. As the world's 15th largest software company, Synopsys has a long history of being a global leader in electronic design automation (EDA) and semiconductor IP and is also growing its leadership in software security and quality solutions. Whether you're a system-on-chip (SoC) designer creating advanced semiconductors, or a software developer writing applications that require the highest security and quality, Synopsys has the solutions needed to deliver innovative, high-quality, secure products. Learn more at www.synopsys.com.

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