

PRESS RELEASE



AMPHION appoints AVANT Technology as its distributor for the China and Taiwan markets

Belfast, N. Ireland – 31 March 2017. Amphion Semiconductor today announced the appointment of Avant Technology as the distributor of its video codec silicon IP for the China and Taiwan marketplaces. Avant will also represent Amphion in Korea, Malaysia, Vietnam and Singapore.

“When searching for a distribution partner for the Asian markets it was important to Amphion to find one with experience in silicon IP, a broad coverage of the region and complimentary offerings in terms of other IP and services.” said Doug Ridge, Business Development Manager of Amphion. “We found all of this at Avant Technology who also came highly recommended by key industry figures. The Asian market presents a significant opportunity for our leading-edge IP and we look forward to a successful relationship with Avant.”

“The addition of Amphion’s solutions to our IP and EDA offerings will enable us to provide a broader set of solutions and services to our customers,” said Yao-Chang Chang, General Manager of Avant Technology. “We are excited to add Amphion’s IP solutions to our portfolio to help semiconductor companies in Asia overcome the increasing challenges of designing complex SoC chips. With support from Amphion we can bring great benefits to our customers, help our customers to access advanced technology and to differentiate their end products.”

About AMPHION

Amphion Semiconductor is a video codec silicon IP licensing company, providing highly optimized, production proven solutions for all mainstream video codec formats including HEVC 4Kp60 as well as higher frame rates (p120) and higher resolutions (8K). The company was formed by a team of highly experienced engineers who had worked together for many years on video codec solutions for STB and DTV SoCs. The IP developed was acquired through a management buyout from a leading set top box chipset manufacturer. Amphion provides solutions for both SoC and FPGA technologies and can customize solutions to the needs of end applications.

For more information, visit www.amphionsemi.com

About AVANT

Avant Technology Inc. is a professional CAD/EDA tool & Silicon IP distributor in Asia. Avant recognizes the importance of services to satisfy customers in both speed and professionalism. Based on experience from working in industry, we cooperate with customers to enhance productivity with professionalism and have accumulated various experiences in applications using a variety of EDA tools & Silicon IPs. This experience ensures a high service quality for our customers. With the trust gained from our customers we have become a leading Solution Provider for CAD/EDA Tools & Silicon IPs in Asia.

Avant Technology was founded in Hsinchu, Taiwan in 1996 and is headquartered in Hsinchu with sales offices in China, Japan and Korea.

For more information visit www.avant-tek.com

###

Trademarks belong to their respective owners.

Contacts:

AMPHION Semiconductor Ltd.

Doug Ridge

Doug.ridge@amphionsemi.com

+44 28 95 609 600

info@amphionsemi.com