

## Novatek Achieves First-Pass Silicon Success for Mobile Display SoC with Synopsys MIPI IP Portfolio

Novatek Microelectronics Corp. is a leading fabless chip design company specializing in the design, development and sales of a wide range of display driver IC & SoC solutions. Novatek's chips help companies meet emerging needs for sophisticated flat-panel display and audio/video applications for all digital devices.

- Obtain available high-quality display IP on FinFET processes with advanced low-power features
  - Meet aggressive time-to-market and cost requirements for mobile display SoC
  - Select a vendor with proven track record, complete MIPI IP and Foundation IP solutions and expert technical services
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- Synopsys MIPI C-PHY/D-PHY IP
  - Synopsys MIPI CSI-2 and DSI-2 Controllers
  - Synopsys Duet Packages of Embedded Memories and Logic Libraries
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- Achieved first-pass silicon success with high-quality MIPI display IP while meeting power and quality requirements
  - Significantly saved time-to-market, integrating the IP in 1 month and saving design time by more than 6 months
  - Received excellent technical support from an experienced engineering team that helped ease the integration

For their latest mobile display SoC, Novatek looked to incorporate many advanced functionalities and features that gave consumers the most immersive viewing experience. For this reason, they initiated a brand new SoC design and architecture in partnership with Synopsys.

With aggressive design and time-to-market requirements, Novatek put their focus on selecting the vendor that delivered high-quality, power-optimized MIPI IP and Foundation IP on FinFET processes and allowed them to significantly accelerate their time to volume production.

