

# News Release

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## **APIX – Now available for FPGAs**

**INOVA Semiconductors offers a complete IP- Package for implementing APIX in Xilinx FPGA Products - a next step in creating a Standard for Gigabit Links in Automotive applications.**

**Munich, 05 August 2008** – At the same time first Embedded Graphics Controllers and Processors with integrated APIX interface are available, Inova Semiconductors introduces the first APIX solutions with field programmable gate arrays (FPGAs). The company is offering a complete IP package for the Xilinx Automotive (XA) Spartan®-3E family that enables the FPGAs to communicate with other modules that contain either an embedded or discrete APIX function. A dedicated protocol, known as AShell which is also part of the IP package, ensures a flawless and protected data transmission over the APIX interface.

Field programmable devices today are no longer niche products in the car with their ability to deliver more system functionality and lower system cost. Rather, they are becoming viable alternatives to established embedded controller products for cost-sensitive automotive connectivity applications. Now with the availability of APIX solutions for FPGA devices, Inova Semiconductors is making it easier for product developers to adopt the APIX digital graphics interface as a standard in the automotive industry.

“We have received many requests from car manufacturers and their suppliers, asking when APIX also will be available for FPGAs,” said Robert Kraus, Managing Director of Inova Semiconductors. “We are pleased to be working with Xilinx as the leading manufacturer of FPGAs and supplier to the automotive market. For the first time, developers now have access to the benefits of our APIX transmission technology with the production-proven XA Spartan-3E FPGA solutions.”

“Support for APIX on the XA product line is a natural fit. With the demand for more reliable bandwidth throughout the vehicle, automotive developers can count on our FPGA solutions to provide the flexibility and scalability needed for high-speed interfacing and data transport,” said Nick DiFiore, senior manager, Automotive System Architecture & Solutions at Xilinx. “We are excited about this collaboration with Inova Semiconductors, as they are clearly positioned as a leader in high bandwidth audio and display data transport.”

The APIX IP package for XA Spartan-3E FPGAs includes user guide, netlist, test bench and verification tools. It is available as SignOnce licence directly through Inova Semiconductors who also will offer the technical support to customers.

### **About INOVA Semiconductors**

INOVA Semiconductors, an ISO9001 certified company, is a fab-less semiconductor manufacturer. The headquarters of the company is located in Munich, Germany. It is designing, marketing and selling its products and licensing its technologies, directly and through a global network of distributors.

INOVA Semiconductors specializes in reliable high speed serial data communication products for Gigabit/s data transfers through standard STP copper cables up to 50 m, or through fibre optic cables up to 500 m and more. GigaSTaR™, GigaSTaR DDL™ and APIX™ product lines have achieved major advancements in digital multimedia transmission particularly in the Automotive, Industrial and Transportation markets.

[www.inova-semiconductors.de](http://www.inova-semiconductors.de)

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