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## OCP-IP MEDIA ADVISORY

**PORTLAND, Ore. — March 11, 2005** — OCP-IP is a Platinum Sponsor of Denali Memcon in Taiwan. MemCon Taiwan 2005 will be held March 15, 2005 in Hsin Chu, Taiwan and is expected to draw well over 600 attendees to participate in this exclusive event featuring: keynote presentation from Pat Hays, Vice President of Engineering for MIPS Technologies, Inc., a panel discussion on "Consumer Electronics: The New Era for Memory and Storage", and over 11 presentations from industry experts on topics such as:

- PSRAM, CellularRAM™ and LP DRAM for mobile applications
- Controller solutions for Flash, DDR, and hard drive interfaces
- New memory and storage options for mobile consumer products
- Memory interface considerations for DDR and XDR systems
- Using Verification IP to accelerate functional verification
- Configurable SOC interconnect IP for wireless handsets
- System Level Design using OCP
- System-level design and integration for PCI Express systems

Breakfast and lunch will be served, and Denali will host an evening cocktail reception immediately following the last presentation. Registration is free at: <https://www.denali.com/docs/servlet/denalisoft.memcon.Rsvp>

### **About OCP-IP**

The OCP International Partnership Association, Inc. (OCP-IP), formed in 2001, promotes and supports the Open Core Protocol (OCP) as the complete socket standard ensuring rapid creation and integration of interoperable virtual components. OCP-IP's Governing Steering Committee participants are: Nokia [NYSE: NOK], Texas Instruments [NYSE: TXN], STMicroelectronics [NYSE: STM], Toshiba Semiconductor Group (including Toshiba America TAEC), and Sonics. OCP-IP is a non-profit corporation delivering the first fully supported, openly licensed, core-centric protocol comprehensively fulfilling system-level integration requirements. The OCP facilitates IP core reusability and reduces design time, risk, and manufacturing costs for SoC designs. VSIA endorses the OCP socket, and OCP-IP is affiliated with the VSI Alliance. For additional background and membership information, visit [www.OCP-IP.org](http://www.OCP-IP.org).

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