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## **Innovative Silicon Receives Red Herring 100 Europe 2007 Award**

*Award stems from Innovative Silicon's leadership, Z-RAM® ultra-dense memory technology and existing industry honors*

**SANTA CLARA, Calif., April 3, 2007** — Innovative Silicon (ISi), the developer of Z-RAM® ultra-dense memory intellectual property (IP), announced today that it has received the prestigious *Red Herring 100 Europe 2007* award, which recognizes Europe's 100 "most promising" companies driving the future of technology.

"We are very pleased to be honored by Red Herring for this award," said Mark-Eric Jones, CEO of Innovative Silicon. "This recognition further endorses our strong team, the contribution of our technology in driving down the cost of semiconductor memories and validation that ISi is delivering breakthrough ultra-high-density memory IP that meets the needs of today's global chip makers."

"This year's impressive list of winners demonstrates Europe's emergence as a major player in the global technology sector," said Red Herring Editor-in-Chief, Joel Dreyfuss. "The exceptional accomplishments of European technology companies and entrepreneurs are a testament to the rapid advancements being made in the European innovation ecosystem."

The Red Herring editorial board has diligently surveyed the entrepreneurial scene throughout the EMEA region (Europe, Middle East and Africa) and selected 100 companies that are leading the next wave of innovation. The CEOs and founders of these companies will present their winning technologies to an audience of leading entrepreneurs, financiers and corporate strategists at VME 2007. The winners were celebrated at the Red Herring Venture Market Europe (VME) event, which was held in Cannes on March 25-27, 2007 at the Intercontinental Carlton.

### **About Red Herring**

Red Herring is a global media company which unites the world's best high technology innovators, venture investors and business decision makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the

economy. More information about Red Herring is available on the Internet at [www.redherring.com](http://www.redherring.com).

### **About Innovative Silicon**

Innovative Silicon Inc. (ISi) delivers ultra-high density memory IP for embedded SoC, MPU and portable consumer applications requiring low power, high density and high speed. Endorsed by *IEEE Spectrum Magazine* in January 2007 as the 'winning' semiconductor technology, ISi's Z-RAM<sup>®</sup> memory offers up to twice the density of embedded DRAM and is up to five times denser than embedded SRAM. The company closed its first round of VC funding in 2003, completed its first 90nm megabit Z-RAM memory designs in 2004, its first 65nm designs in 2005 and its first 45nm designs in 2006. With more than 20 patents already granted, Z-RAM<sup>®</sup>'s unique single-transistor architecture is the world's lowest cost semiconductor memory solution. The company is incorporated in the USA with R&D in Lausanne, Switzerland. For more information see [www.z-ram.com](http://www.z-ram.com).

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