

SWIFT2Chip - IC Industry's First Full Service NVM Delivery Process



Novocell Semiconductor introduces SWIFT2Chip™, a new full service, end-to-end, NVM deliverable process and technology package that includes the patented and uncontested NovoBlox™ SmartBit™ technology, unparalleled documentation support, and an on-call, dedicated account engineer.

Novocell's SWIFT2Chip program delivers the non-volatile memory intellectual property (IP) block as a complete turn-key solution that includes all the necessary read, write, and programming circuitry. Unlike competitive OTP NVM solutions, no external charge pump or additional voltage is required. The IP also features a logic "DONE" signal for programming verification, to ensure completion of the firm's guaranteed-reliable programming cycle. End-to-end support is delivered through immediate access to complete, accurate and timely documentation, a dedicated account engineer, and on-demand design reviews.

Walt Novosel, VP Engineering, noted, "Our customers appreciate our attention to detail in delivering a hassle-free, drop-in IP block that is ready for their use immediately with virtually no modifications or special tweaking required. It's not uncommon for us to hear first-time customers rave about the ease of use and joy our IP is to work with."

SWIFT2Chip has been designed as a full-service program to provide loyal Novocell NVM IP customers with unmatched support and flexibility. By providing the distinctive NovoBlox™ NVM to customers within an end-to-end support structure that provides for integrated assistance with special customer needs, on-call detailed information, design reviews and library files, Novocell is again setting a new standard for service in the same way the NovoBlox SmartBit NVM technology set the standard for 100% nonvolatile memory reliability when it was introduced nearly ten years ago.

Walt Novosel commented, "the most frequent users of our technology—those companies preparing low power chips for smartphones, image analysis, calibration, trim, and other similar uses—understand how beneficial having a small footprint NVM technology with 100% reliability will be to their end product. We're pleased to augment our landmark intellectual property with a complete set of support services that makes the entire customer experience of working with Novocell so simple and

easy.”

For more information, please visit: www.novocellsemi.com [1].

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Links:

[1] <http://www.novocellsemi.com>