Etron Achieves First-Silicon Success of USB3.0 SoC Using Synopsys Proven Solutions

"By consolidating on Synopsys as our primary EDA partner, Etron benefits from a complete range of technologies needed to address the time-to-market requirements for our high performance and complex SoCs."

Dr. Nicky C. C. Lu
CEO and Chairman, Etron Technology, Inc.

Etron is a leading fabless integrated circuit (IC) design and product company offering cutting-edge Known-Good-Die (KGD) and packaged ICs, including DDR DRAM, SDR DRAM, low power SDRAM, and system chips. Etron's integrated circuits are widely used in various emerging applications, such as storage, display, handset, PDA, and multimedia devices. Etron conducts business with companies in the U.S., Europe, Japan, and Asia.

Addressing Market Pressures with a Competitive Edge

Etron thrives in today's competitive market by delivering designs that customers need with aggressive schedules that the markets demand. Having products work right the first time has become even more important to achieve a competitive edge, as well as enhancing profitability. Etron achieved first-silicon success with a recent USB3.0 SoC—Taiwan's first USB3.0 production. To secure its vision of becoming a world-class IC company, Etron is committed to continue such successful project execution and ensure customer satisfaction.

Partnering with a Leader to Win the Future

By consolidating on the comprehensive suite of tools from Synopsys' Galaxy™ Implementation and Discovery™ Verification Platforms, Etron is ensuring that its products benefit from industry-leading technologies that enable the best IC design productivity throughout all design and verification phases.

Etron's choice to standardize on Synopsys' EDA solutions was made in part due to Etron's collaboration with Synopsys to deploy an advanced automated low-power design flow with IEEE 1801™ UPF, which includes scalability for future designs. According to Dr. Lu, the support and commitment from Synopsys' Global Technical Services (GTS) group was a key factor in the successful partnership.

Etron has deployed Synopsys' implementation tool suite, including DC Ultra™ for RTL synthesis, Power Compiler™ for power optimization and multi-voltage power management, DFTMAX™ for test, PrimeTime® for static timing analysis, and IC Compiler for physical implementation, as well as analog/mixed-signal verification solutions including VCS® for functional verification, HSPICE® for circuit simulation and CustomSim™ for FastSPICE simulation.

Efficient Manufacturing Handoff: Use the Industry Leading Standard

As a fabless design company, Etron further benefits from standardizing on Synopsys tools because it enables more efficient collaboration with its foundries. Such predictable and flexible manufacturing handoff allows Etron to focus resources on its core competency: designing winning products for its growing customer base.