

## **Cortus S.A. appoints EDASIP as Sales Representative in Europe**

*Cortus expands European sales channel through EDASIP*

**Montpellier, France, 8th September 2011 – For immediate release**

Cortus S.A., the technology leader in ultra low power, silicon efficient, 32-bit processor IP cores appoints EDASIP as a sales representative in the European market with immediate effect. This is a further stage in expanding the worldwide business of Cortus and on building its position in the market.

EDASIP, led by IP veteran David Wood, aims to provide a specialist channel for IP cores leveraging his considerable experience with microcontroller and processors, standards-based IP, analog IP and physical libraries.

“I am very pleased to appoint EDASIP to represent Cortus” said Michael Chapman – President and CEO of Cortus. “IP is a highly specialised market segment and the depth of experience EDASIP offers will be a major benefit to us and our clients”. He adds, “We are well-positioned to exploit the many emerging opportunities for growth”.

“I am very impressed with the Cortus APS3 architecture”, says David Wood. “It is a testament to the ingenuity of the developers that Cortus have been able to deliver stunning 32 bit performance, and very low power, in a footprint the size of an 8051”. He adds, “Cortus offers a compelling cost of ownership/performance point in today’s intensely competitive environment”.

### **About Cortus S.A.**

Cortus S.A. is the price/performance leader for 32 bit processor IP for embedded systems. Cortus cores are used in applications where one or more of small silicon footprint, low power consumption, good code density/small code memory size and high performance are important.

<http://www.cortus.com>

### **About EDASIP Associates Ltd.**

EDASIP Associated Ltd are a specialist business development and marketing consultancy with a focus on best in class Semiconductor Intellectual Property (SIP) and EDA tools serving the particular needs of the IC design community in Europe. By leveraging its network of partners EDASIP strives to accelerate the development of system-on-chip (SoC) products through its intimate understanding of today's design challenges.

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