



[http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news\\_view&newsId=20060830005224&newsLang=en](http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news_view&newsId=20060830005224&newsLang=en)

August 30, 2006 10:00 AM Eastern Time

## **Sonics CEO Gives Keynote Address at Semico Outlook Forecast Conference**

### Semico Outlook Forecast Conference

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Aug. 30, 2006--Sonics Inc.(R), a premier supplier of system-on-chip(SoC) SMART Interconnect(TM) solutions announced today that company CEO, Grant Pierce, will give the keynote address at the annual Semico Outlook Forecast Conference.

Pierce will discuss how the semiconductor industry is evolving to platform-centric SoC design and how this change is affecting the economics and priorities for the industry.

The Semico Outlook Conference is Sept. 6 at the Wyndham Hotel in San Jose. Pierce's presentation begins at 9:00 a.m.

### About the Conference

The Semiconductor Outlook is an annual forecast conference held in September in the Bay Area. At the Outlook event, Semico founders and analysts present their forecasts for the coming two years. This event has become a vital strategic resource for semiconductor companies to plan product and platform strategies for the next year.

### About Sonics

Sonics, Inc.(R) is a premier supplier of SMART Interconnect(TM) solutions that deliver high SoC design predictability and increased design efficiency. Major semiconductor and systems companies including Broadcom, Texas Instruments, Toshiba, and Samsung have applied Sonics' SMART Interconnects solutions in leading products in the wireless communications, digital multimedia, automotive, and office products markets. Sonics is a privately-held company funded by Cadence Design Systems, Toshiba Corp., Samsung Ventures, and venture capital firms Investar Capital, Smart Technology Ventures, TL Ventures, Easton Hunt Capital, JAFCO Ventures, and H&Q Asia-Pacific. For more information, see [www.sonicsinc.com](http://www.sonicsinc.com)

Sonics and SMART Interconnects are registered trademarks of Sonics, Inc. All other trademarks are the property of their respective owners.

### Contacts

Fast Forward Public Relations  
Mary Jane Reiter, 408-725-1239  
[mjreiter@sbcglobal.net](mailto:mjreiter@sbcglobal.net)