

## Vivace Semiconductor Opens New Headquarters in Beijing

Vivace Semiconductor, a leader in digital media processing chips, today announced it has expanded its Beijing operations into a new facility as part of its overall plan to support the dynamic market growth within the China consumer electronics industry.

The new facility, which will serve as the company's worldwide headquarters, is located in the IC Design Park. It consists of more than 1,000 square meters that can accommodate 100 staff.

Vivace will house the core of its engineering team in the new complex, with its focus being on implementing the company's proprietary high-performance, low-power architecture for advanced media processing applications. In addition, Vivace's Beijing operations will include a supply chain management team to work closely with the semiconductor manufacturing infrastructure in China, and a customer support function to assist system OEMs and ODMs in leveraging the benefits of the company's product line. Local sales, marketing and business development will also be based in the Beijing facility.

"Our strategy is largely based on the opportunity in the Chinese consumer electronics industry and it is critical that we have a strong on-the-ground presence there. By committing to this expansion, we will be able to more quickly integrate into the supply chain and provide direct support to our customers," said Cary Ussery, president and CEO of Vivace, who maintains a full-time office in the new facility and residence in Beijing.

"We believe the rapidly developing IC design community in China will be a tremendous asset to us as we bring our first products to market and we are looking forward to expanding our development efforts in Beijing," he said.

Beijing IC Design Park, one of 7 State-certified Integrated Circuit Technology Incubators, is run by Beijing State Property Management Co, an investment arm of Beijing Municipal Government.

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