

# Bay Area Chip Design

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## Design Services Brief

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### The Bay Area Chip Design Service Model

In support of the growing trend towards strategic outsourcing and in recognition of high ASIC NRE costs for low and mid volume ASIC designs, Bay Area Chip Design was formed to provide consulting, high-end FPGA conversion, and turn-key ASIC design services. Customers with turnkey approach can provide Bay Area Chip Design with their specification, Verilog/C++ RTL netlist, or gate level Verilog netlist and Bay Area Chip Design delivers timing closure on place and route database to be released to leading foundries.

### The Benefits of Outsourcing

To address the issues of mounting design complexity, global competition, resource constraints and time-to-market pressures, more and more semiconductor and system companies are relying upon relationships with external service providers to supply expertise in areas that fall outside of the company's core competencies and areas of competitive differentiation. These indispensable outsourcing relationships free companies to concentrate their efforts on the areas of greatest value-add, while subsequently allowing the company to benefit from the specialized expertise of external service providers. Such outsourcing arrangements enable companies to introduce new products to the market faster with greater ease.

### Capabilities

Bay Area Chip Design has one of the most experienced design teams in the industry, drawing its experience base from companies like Motorola, LSI Logic, and IBM to name but a few. The Bay Area Chip Design engineering team has many years of experience and each project leader has executed on numbers of high performance designs with a proven track record of delivering complex designs on time. The skill set of the design team is focused in silicon implementation and in achieving the smallest chip area, power consumption optimization and performance maximization. With an eye to quality workmanship and complete customer satisfaction.