EDA Veteran Steve Pollock Named S2C VP of Marketing and Business Development

Will Focus on Expanding the US and World-Wide Market Presence

San Jose, California – June 9, 2010 – S2C Inc., a leading supplier of rapid SoC prototyping tools in Asia has hired Steve Pollock as VP of Marketing and Business Development. Steve will focus on expanding S2C's world-wide market presence and build additional relationships with EDA, IP, and Design Service vendors.

Steve has a rich IC design and EDA marketing background. Steve started his career as custom chip designer at Texas Instruments. After his successful chip design career, Steve moved into high technology marketing, first in the semiconductor industry and later in the EDA industry. Prior to joining S2C, Steve was an independent marketing and sales consultant with a primary focus on launching emerging companies. His EDA clients included: Anasift, Beach Software, Cadence Design Systems, IC Manage, JEDA Technologies, S2C, and VCX Software. His consumer electronics clients included Adaptive Sound Technologies and HiBox.

Before that, Steve was VP of marketing at Real Intent, where he helped launch the company and set up the international distribution channels. His previous roles include Group Marketing Director for Verification Products at Cadence Design Systems, and VP marketing at Design Acceleration (acquired by Cadence). Steve has published numerous articles and was chairman of the EDAC Emerging Companies committee. Steve holds a BSEE from Drexel University.

Toshio Nakama, S2C CEO said: "we welcome Steve back to our team. Steve helped us set up our initial marketing efforts. Steve has a strong verification background and is well known in the EDA community. Steve will help us accelerate our efforts in expanding our world-wide presence as a leader in the rapid SoC prototyping tools."

About S2C
Founded and headquartered in San Jose, California, S2C has been successfully delivering rapid SoC prototyping tools since 2003. S2C provides:

- Rapid SoC FPGA-based prototyping hardware systems plus design and verification software.
- Third-party Prototype Ready IP™
- SoC design, prototype and production services

S2C's value proposition is our highly qualified engineering team and customer-focused sales force that understands our customers' commercial SoC development needs. S2C's unique FPGA-based electronic system level (ESL) solution, using our patented TAI IP technology, enables designers to quickly assemble FPGA-based SoC prototypes on S2C FPGA boards easily and securely. This enables customers to start software development, typically the long pole item in development schedules, immediately. Combining rapid prototyping methodologies with a comprehensive portfolio of Prototype Ready IP and advanced design solutions, S2C can reduce the SoC design cycle by up to nine months.

S2C currently has 3 direct offices located in Shanghai, Beijing and Shenzhen to meet the demand for accelerated SoC design activities in China. S2C is also the organizer of the annual SoCIP seminar and exhibition in China, which brings SoC designers/professionals from the Asia-Pacific region together with international silicon IP and SoC solution vendors. For more information, visit www.s2cinc.com.

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