



## **Simbeor Software Wins 2010 DesignVision Award**

***Simberian's electromagnetic signal integrity software is recognized for innovative solutions for physical design of PCB and packaging interconnects operating at 6-100 Gb/s and beyond***

Las Vegas, NV – February 09, 2009 – Simberian Inc., a developer of the leading edge electromagnetic signal integrity software, today announced Simbeor 2008.01 has received the prestigious International Engineering Consortium's (IEC) 2010 DesignVision award in the PCB Design Tools and Technologies category at DesignCon 2010 conference last week. Simbeor 2008.01 was recognized as the industry's first electromagnetic signal integrity software created specifically for physical design of PCB and packaging interconnects operating at 6-100 Gb/s and beyond.

The annual IEC DesignVision Awards program recognizes new technologies, applications, products and services that are judged to be the most unique and beneficial to the industry and was selected by a panel of experts from the members of the DesignCon 2010 Technical Program Committee. The unique capabilities of Simbeor 2008.01 software have established a new leading edge for the signal integrity software. "This year's winners exemplify the highest level of innovation in today's industry," commented IEC Executive Vice President Roger Plummer. "We are pleased to congratulate Simberian for its Simbeor 2008.01, which received the 2010 DesignVision Award this week at DesignCon 2010."

"I am glad to see that our effort in creating a new type of signal integrity software is recognized by the industry experts," said Dr. Yuriy Shlepnev, president and founder of Simberian Inc. "Existing signal integrity tools are based on static models and do not provide sufficient accuracy starting from 3 GHz or 6 Gb/s. Existing electromagnetic tools are typically created for narrow-band microwave application, notoriously hard to use, very expensive and do not simulate accurately some broad-band effects important for the signal integrity applications such as dielectric loss and dispersion and conductor roughness," said Shlepnev. "Simbeor 2008.01 is the industry-first electromagnetic tool developed for the signal integrity engineers to enable accurate de-compositional electromagnetic analysis of interconnects at low cost. It provides a complete set of features for exploration and verification of interconnects on PCBs with the unique broad-band electromagnetic models validated with experiments up to 50 GHz for analysis of channels with data rates up to 100 Gb/s."

**For additional information and to download Simbeor 2008.01 for evaluation, please visit**

[www.simberian.com](http://www.simberian.com)

### ***Pricing and availability***

Simbeor 2008 runs on any computer with Windows 2000/XP/Vista (32 bit and 64 bit) and compatible OS. Simbeor features are united into three license levels. U.S. list price for annual node-locked license of Simbeor with



all features included is \$7,500. For more information on product pricing and availability, contact Simberian at [info@simberian.com](mailto:info@simberian.com) or +1-702-876-2882.

### **Company Information**

Simberian, Inc. is a developer of leading edge electromagnetic signal integrity software for the high-speed electronic design automation. Simberian goal is to build *easy to use, efficient, and cost-effective* electromagnetic software, while addressing the critical needs of the interconnect developers. Simberian mission is to help our customers worldwide to push performance limits of high-speed PCBs and multilayered packages to shorten product time to market achieving design objectives more cost effectively and efficiently.

*Simberian and Simbeor are registered trademarks of Simberian Inc.*

=END=

#### **For more information, please contact:**

Yuriy Shlepnev

Simberian Inc.

Tel. +1-702-876-2882

[shlepnev@simberian.com](mailto:shlepnev@simberian.com)