



Poseidon Design Systems appoints Brian Bailey as Chief Technologist

Atlanta, Georgia – February 27, 2006 – Poseidon Design Systems, an innovative supplier of system level tools for processor-based designs, today names Brian Bailey as the newest member of its executive management team. Brian Bailey has served on the Poseidon Technical Advisory Board for the past year providing guidance and technically contributing to the direction of the company.

“We are very excited to have Brian join our executive team,” said Ravi Janak, president and CEO of the company. “He has already demonstrated the impact that he can have on our analysis tools and with his full time help we can be assured of extending our lead in providing the best solutions to our customers.”

“Poseidon is poised to become one of the leaders in the emerging Electronic System Level (ESL) field. I am excited about this opportunity to help them achieve the ambitious goals that the company has set for itself.” said Brian Bailey. “Multi-processor hardware / software systems are becoming ubiquitous, and providing the right analysis and verification tools to handle these complex systems is a key enabler for the Poseidon Design Systems’ optimization, acceleration and synthesis tools suite.”

Brian Bailey is the Chairman of the Accellera Interfaces committee and a renowned industry veteran. He contributed to the introduction of RTL simulation, emulation, mixed abstraction simulation, hardware / software co-simulation and transaction level modeling. During 2005, he published two books on the subjects of design and verification and has published many papers and articles over the past several years. He is actively sought out to appear in panels and conferences. He has two patents to his name with others pending and is proclaimed to be one of the visionaries in the emerging ESL field.

Prior to this appointment Mr. Bailey was an independent industry and management consultant, having worked with a number of startup companies to help them turn their conceptual ideas into practical realities. Prior to that, he was the Chief



Technologist for functional verification at Mentor Graphics. He graduated from Brunel University in England with a 1st class honours degree in Electrical and Electronic Engineering.

Poseidon Design Systems Executive Team

Brian Bailey joins, as Chief Technologist, an established and highly experienced team of executives that includes veterans from EDA, Semiconductor, Embedded Systems and Software communities.

Ravi Janak- CEO & President, has over 25 years of entrepreneurial, management consulting, and line management experience in IT and related industries. He has extensive experience in building top-notch teams and building offshore development centers.

Farzad Zarrinfar- VP Sales, over 24 years of industry experience in the EDA, IP, ASIC, ASSP, design services, and SOC-based platforms. He has held senior marketing and sales positions in Samsung, Sony and ARC International.

Bill Salefski- VP Technology, an EDA veteran with over 20 years of experience developing EDA Tools. He has held various senior technical positions in Cadence Design Systems, Synopsys and Chameleon Systems.

Stephen Simon- Sr. Director of Marketing and Business Development, has over 20 years experience in the electronic and semiconductor marketplace. He has held senior engineering, management and sales positions at LSI Logic, Quality Semiconductors, and AT&T Microelectronics.

Suhas Hiwale- Managing Director of India Operations, over 13 years of project management and product delivery experience with management and technical expertise in embedded systems design and development. He has held senior management position at HP.

Vinod Malhotra- VP of Engineering, over 11 years of EDA software development experience with a track record of successfully developing and managing High tech development teams. He has held senior management positions at Numerical Technologies and Synopsys.

Sarang Shelke- Director of Engineering, Extensive experience in ASIC and FPGA based design. He has specialized in bus architectures, custom DSP's and low power DSP designs. He was previously a technical specialist at IBM Microelectronics.



About Poseidon Design Automation

Poseidon Design Systems is an Electronic Design Automation company with offices in Atlanta, GA., San Jose, CA, and Bangalore, India, founded in July 2002 to provide products and services for modeling and designing processor-based SoCs. Poseidon's Electronic System Level tools allow users to rapidly analyze, optimize and accelerate a complete SoC system. Visit Poseidon Design Systems at www.poseidon-systems.com.

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