



ClearSpeed appoints Sharewin as Value Added Reseller in China

Bristol UK, 19 May 2010 – ClearSpeed Technology Ltd has announced the appointment of Xi'an Sharewin Electronics Co. (Xi'an, P. R. China) as their Value Added Reseller for the Region. This follows a successful visit back in December 2010, where ClearSpeed and Sharewin jointly visited a number of potential customers and interested parties in Beijing, Xi'an, Chengdu, Chongqing and Shanghai. The visit was part of UK Trade & Investment's *Enabling Innovation* initiative that looks to support UK ICT companies build collaborative trade partnerships in China. A priority for *Enabling Innovation* is facilitating key introductions for UK companies particularly SME's into Global Value Chains.

"The level of interest was encouraging", said Jim Hutchinson, Business Development Manager at ClearSpeed. "There is a willingness here to embrace new ideas and technologies that will deliver power efficiency and performance advantages to many applications, whilst reducing development cost and time to market."

Sharewin is targeting both embedded DSP applications and High Performance Compute (HPC). It has a number of existing customers looking for a next generation DSP technology with floating point capability for embedded applications, and believes ClearSpeed will fill this gap. "Power efficiency combined with reliability is becoming a major driving force in China," said Mr Bo Zhu, CEO Sharewin. "We are very excited to be representing ClearSpeed in this region." In addition to DSP modules, Sharewin intend to develop its own heterogeneous server incorporating ClearSpeed devices to target mid-sized HPC requirements.

"This represents a very positive step forward for the company" said Bob Giddy, CEO ClearSpeed, "We expect the China market to become very significant for ClearSpeed over the next few years."

About ClearSpeed

ClearSpeed Technology (HQ Bristol, UK) is a semiconductor company providing some of the world's most advanced power efficient parallel processing technology. Its chips and IP products are suitable for DSP and High Performance Compute applications, including image processing, synthetic aperture radar, secure communications and pro-audio. To accompany this ClearSpeed provides a full range of software tools, platforms and services, and has circa 100 patents granted or pending on the technology. For more information visit <http://www.clearspeed.com/>

About Sharewin

Xi'an Sharewin Electronics Co. (Xi'an, Shaanxi, P. R. China) is an experienced provider of DSP and HPC solutions to companies and academia throughout China. Its software and hardware expertise together with its large partnership base allows it to provide a number of services including supply of components, design, consultancy, training and delivery of full turn-key systems.

About UK Trade & Investment (UKTI)

UK Trade & Investment is the government organisation that helps UK-based companies succeed in the global economy. UKTI also helps overseas companies bring their high quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business. UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. For further information please visit www.uktradeinvest.gov.uk or telephone +44 (0)20 7215 8000

About Enabling Innovation UK - China Partnership in ICT

Enabling Innovation UK - China Partnership in ICT is a strategic Initiative aimed at building reputation and awareness of UK strengths in ICT within Chinese Industry and Government. The Global Value Chain activity that operates within Enabling Innovation builds relationships with large Chinese organisations in priority sectors providing qualified introductions to UK companies.

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