



Press Contacts:

Eileen Elam
KJ Communications (in the U.S. for ISi)
Tel: +1 408 927-7753
eileen@kjcompr.com

Nick Foot
Billings PR (in Europe for ISi)
Tel: +44 1491 636393
nick.foot@billings-europe.com

Media Advisory

**Innovative Silicon's Jeff Mitchell to Deliver
"Memory for the New Millennium" Presentation at
5th International SoC Conference**

Santa Clara, Calif.— November 7, 2007 — Innovative Silicon Inc.(ISi), the developer of Z-RAM® high-density memory intellectual property (IP), today announced that Jeff Mitchell, ISi's director of technical marketing, is delivering the presentation "Memory for the New Millennium—Keeping Moore's Law Alive" at the 5th International System-on-Chip (SoC) Conference. His session is scheduled for 11:00 to 11:30 on Thursday, November 8. The two-day conference, from November 7 through November 8, is being held at the Radisson Hotel in Newport Beach, see <http://www.savantcompany.com/SoC5-Nov2007/agenda5.htm>

"This topic is very timely as the semiconductor industry transitions more designs to 45nm," said Mitchell. "Many industry pundits speculate that Moore's law will run out of steam when it comes to memory implementations. However, we believe Z-RAM memory and SOI technology can keep Moore's roadmap alive and well for many more process generations."

About Innovative Silicon

Innovative Silicon Inc. (ISi) delivers ultra-high density memory IP for embedded SoC, MPU, stand-alone DRAM and portable consumer applications requiring low power, high density and high speed. Endorsed by IEEE Spectrum Magazine in January 2007 as the

winning semiconductor technology, and again in April 2007 by winning its ACE award for Emerging Technology, ISi's Z-RAM® memory offers up to twice the density of embedded DRAM and is up to five times denser than embedded SRAM. The company closed its first round of VC funding in 2003, completed its first 90nm megabit Z-RAM memory designs in 2004, its first 65nm designs in 2005 and its first 45nm designs in 2006. With more than 20 patents already granted, Z-RAM®'s unique single-transistor architecture is the world's lowest cost semiconductor memory solution. The company is incorporated in the USA with R&D in Lausanne, Switzerland. For more information see www.z-ram.com.

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