



Imagination Technologies Leverages ANSYS Power Solutions to Develop High-Performance Multimedia Processors

June 17, 2015

PITTSBURGH, June 17, 2015 /PRNewswire/ -- [Imagination Technologies](#) has adopted [ANSYS](#) (NASDAQ: ANSS) integrated circuit power analysis and optimization solutions. The ANSYS solutions help deliver fast, reliable and power-efficient multi-media and application processor intellectual properties (IPs).



As the global leader in multi-media, processor and communication technologies, Imagination is leveraging ANSYS®[PowerArtist](#)™ to ensure delivery of silicon IPs with the highest performance at the lowest power consumption levels and silicon areas. Performing power analysis and reduction early in the design phase at the architectural level enables Imagination to gain maximum performance per milli-watt of power. PowerArtist provides the capacity and performance required to run full-chip power analysis at the register transfer level (RTL), as well as comprehensive RTL power reduction techniques and robust reporting capabilities. In addition, PowerArtist allows Imagination to bridge the gap between RTL and implementation and ensure accuracy and predictability in the power results.

"To deliver highly efficient, low-power multimedia processors in dynamic mobile, consumer and automotive markets, we need to ensure that our silicon IP cores deliver the best power, performance and price for our end customers' application," said Mark Dunn, Executive Vice President, IMGworks Platform IP Group with Imagination. "PowerArtist enables us to optimize our entire design, while ensuring downstream accuracy."

"Adoption of ANSYS solutions by industry-leading companies such as Imagination demonstrates our ability to meet the stringent power and performance requirements of silicon IPs used in a broad range of applications," said Fares Mubarak, ANSYS vice president and general manager. "We are committed to delivering the best-in-class solutions that address our customers' growing power challenges."

About ANSYS, Inc.

ANSYS brings clarity and insight to customers' most complex design challenges through fast, accurate and reliable engineering simulation. Our technology enables organizations — no matter their industry — to predict with confidence that their products will thrive in the real world. Customers trust our software to help ensure product integrity and drive business success through innovation. Founded in 1970, ANSYS employs over 2750 professionals, many of them experts in engineering fields such as finite element analysis, computational fluid dynamics, electronics and electromagnetics, embedded software, system simulation and design optimization. Headquartered south of Pittsburgh, U.S.A., ANSYS has more than 75 strategic sales locations throughout the world with a network of channel partners in 40+ countries. Visit www.ansys.com for more information.

ANSYS also has a strong presence on the major social channels. To join the simulation conversation, please visit: www.ansys.com/Social@ANSYS

ANSYS and any and all ANSYS, Inc. brand, product, service and feature names, logos and slogans are registered trademarks or trademarks of ANSYS, Inc. or its subsidiaries in the United States or other countries. All other brand, product, service and feature names or trademarks are the property of their respective owners.

ContactMedia Amy Pietzak
724.820.4367
amy.pietzak@ansys.com

Annette Arribas, CTP
Investors724.820.3700
annette.arribas@ansys.com

Logo - <http://photos.prnewswire.com/prnh/20130430/NE03388LOGO>

ANSS-C

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/imagination-technologies-leverages-ansys-power-solutions-to-develop-high-performance-multimedia-processors-300099285.html>

SOURCE ANSYS, Inc.