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ISi Receives Distinguished Technology Pioneer 2008 Award by World Economic Forum

*Z-RAM Memory IP company the only semiconductor company to win
The Forum's annual award*

Santa Clara, Calif., – November 29, 2007 – Innovative Silicon Inc. (ISi), the developer of Z-RAM® high-density memory intellectual property (IP), today announced that the World Economic Forum (The Forum) selected ISi as a Technology Pioneer 2008. The company is one of 39 visionary companies that were named Technology Pioneers. The Technology Pioneers 2008 were nominated by the world's leading technology experts, including venture capitalists, technology companies, academics and media. The final selection from 273 nominees was made by a panel of leading technology experts appointed by the World Economic Forum. Technology Pioneers 2008 are invited to participate in the World Economic Forum Annual Meeting 2008 that will be held in Davos, Switzerland, from 23-27 January and in the Annual Meeting of the New Champions that will be held in Tianjin, People's Republic of China from 25-27 September 2008.

ISi, headed by CEO Mark-Eric Jones, and CTO, Chairman, and co-founder Pierre Fazan, is a fast-growing, venture-backed company that develops and licenses Z-RAM - the world's densest, and therefore lowest-cost memory technology. Z-RAM has been the recipient of numerous industry awards because it is the ideal memory for both stand-alone DRAM memory as well as on-chip embedded memory on microprocessors and other semiconductor devices. With the simplicity and elegance of a true single-transistor memory cell, Z-RAM provides unmatched cost, performance, and manufacturing advantages over all other memory technologies. Perhaps even more important, the Z-RAM technology can lower the electrical power consumed by semiconductor devices by 25-50 percent – a material reduction when even a small data center consumes tens of thousands of watts of power.

“We are extremely honored to be the only semiconductor company to receive the Technology Pioneer award this year,” said ISi president and CEO Mark-Eric Jones. “The Technology Pioneer award is a reflection of the hard work and industry-leading expertise of the entire ISi team that worked together to develop our award-winning Z-RAM technology. As a 2008 Technology Pioneer recipient, ISi will continue to push toward the goal of offering the world’s lowest-cost, highest-performance memory offering in the market.”

Technology Pioneers are companies that have been identified as developing and applying highly transformational and innovative technologies in the areas of energy, biotechnology and health, and information technology. To be selected as a Technology Pioneer, a company must be involved in the development of life-changing technology innovation and have the potential for long-term impact on business and society. In addition, it must demonstrate visionary leadership, show all the signs of being a long-standing market leader – and its technology must be proven. Previous Technology Pioneers have included Business Objects, Cambridge Silicon Radio, Corel Corporation, Encore Software, Google, Mozilla Corporation and Napster.

The companies’ products and services include identity management on the Internet, understanding of individuals’ genetic information, robotic radiosurgery, pollution control materials, low-cost remote diagnosis solutions, virtual interface technologies, wiki-based projects and next-generation business intelligence solutions.

Twenty-three of the Technology Pioneers 2008 are US-based companies. Israel and the United Kingdom each boast three; Sweden and Switzerland two each; Canada, France, Germany, India, the Netherlands and Russia, one each. Technology Pioneers are nominated in three main categories: Energy/Environment, Biotechnology/Health and Information Technology.

The entire list of Technology Pioneers and interviews with the CEOs of the selected companies can be found here: <http://www.weforum.org/techpioneers/2008>.

“This year the World Economic Forum received a record number of applications from companies around the world to become a Technology Pioneer. From a highly competitive field, we are extremely pleased to have a community that is using innovation and technology to dramatically affect the way society and business operate and doing so in a markedly collaborative manner. We are excited to welcome the Technology Pioneers class of 2008 to the larger community of the World Economic Forum and we are looking forward to the fruits that their collaboration will bring,” said Peter Torreale, Managing Director of the World Economic Forum.

The selection criteria include:

- 1) *Innovation*. The company’s technology must be truly innovative. A new version or repackaging of an already well-accepted technological solution does not qualify as an innovation. The innovation should be recent – not more than two years old. The company should invest significantly in R&D.

- 2) *Potential Impact.* The company's technology must have the potential to have a substantial long-term impact on business and society in the future.
- 3) *Growth and Sustainability.* The company should have all the signs of being a long-term market leader and should have well-formulated plans for future development and growth.
- 4) *Proof of Concept.* The company must have a product on the market or have proven practical applications of the technology. Companies in "stealth" mode and companies with untested ideas or models will not qualify.
- 5) *Leadership.* The company must have visionary leadership that plays a critical role in driving the company towards reaching its goals.
- 6) *Status.* The company must not currently be a Member of the World Economic Forum. This criterion applies to the parent company – thus wholly-owned subsidiaries of large firms are not eligible.

Innovative Silicon's Z-RAM memory technology, launched in 2005, reduces the cost of complex chips by 10-40 percent and gives chips more data capacity than current technologies allow. By making data more easily and quickly accessible, Z-RAM increases general PC performance by offering two to four times more processor memory for the same cost and by being up to twice as fast as the current dynamic random access memory (DRAM) chips. In December 2006, Innovative Silicon announced its second generation Z-RAM memory IP technology, Z-RAM Gen2, which is currently being licensed by AMD for embedded use in its future microprocessor products and by Hynix for use in its stand-alone DRAM chips.

About the World Economic Forum

The World Economic Forum is an independent international organization committed to improving the state of the world by engaging leaders in partnerships to shape global, regional and industry agendas.

Incorporated as a foundation in 1971, and based in Geneva, Switzerland, the World Economic Forum is impartial and not-for-profit; it is tied to no political, partisan or national interests. (www.weforum.org)

Notes to Editors:

- Go to <http://www.weforum.org/techpioneers/2008> for the entire list of Technology Pioneers and interviews with the CEOs of the selected companies. For more specific information, please e-mail: tech.pioneers@weforum.org.
- Download print-quality high resolution photographs of the CEOs of the selected companies at: <http://www.pbase.com/forumweb/techpioneers2008>
- Nominate a company to be a Technology Pioneer 2009 at: www.weforum.org/pdf/techpioneers/nomination_form_2008.pdf . Deadline for submissions is May 2008.

About Innovative Silicon

Innovative Silicon Inc. (ISi) delivers ultra-high density memory IP for embedded SoC, MPU 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. Z-RAM memory is currently being licensed by Hynix Semiconductor for use in its DRAM chips, and by AMD for use in its microprocessors. 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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