

## ***NEWS RELEASE***

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### **Bluespec's George Harper Launches Blog**

*Marketing VP Adds Insights to Electronics Industry Dialog at [ChipsandBS.blogspot.com](http://ChipsandBS.blogspot.com)*

**Waltham, Mass.** — January 20, 2006 — George Harper, vice president of marketing at Bluespec Inc., developer of the only ESL synthesis toolset for control logic and complex datapaths in chip design, has joined the electronics industry dialog with his blog, “Chips and BS.”

Located at [chipsandbs.blogspot.com](http://chipsandbs.blogspot.com), Harper's journal entries are posted on a regular basis and are displayed in reverse chronological order. Harper began blogging in October 2005 to add his insights on industry happenings.

“Analyzing the electronics and EDA industries is an exciting pastime because both are extraordinarily vibrant and wildly entertaining,” remarks Harper. “There are constantly sources for new material.” His postings cover everything from musings on competitors' announcements and the ways in which verification methodologies can be more effective to Haiku written by fellow Bluespec colleagues.

Harper is a former chip designer. Prior to joining Bluespec and the EDA industry in 2003, he was director of marketing at chip maker Trebia Networks. He has more than 15 years experience from the semiconductor, communications and storage industries. Harper held senior marketing positions at Conexant Systems (formerly Maker Communications) and Shiva Corporation and engineering positions at LSI Logic.

“George's raw, controversial opinions and quirky insights on the design of chips make his blog a must read,” says Shiv Tasker, Bluespec’s chief executive officer.

To give George your comments and feedback, call him at (781) 250-2200 or via email at [george.harper@bluespec.com](mailto:george.harper@bluespec.com). For more information on Bluespec, visit its website located at: <http://www.bluespec.com>.

Comments posted on the blog are George Harper’s views and not necessarily a reflection of Bluespec’s position.

### **About Bluespec**

Bluespec Inc. manufactures an industry standards-based Electronic Design Automation (EDA) toolset that significantly raises the level of abstraction for hardware design while retaining the ability to automatically synthesize high-quality RTL, without compromising speed, power or area. The toolset, the only one focused on control and complex datapaths, allows ASIC and FPGA designers to reduce design time, bugs and re-spins that contribute to product delays and escalating costs. More information can be found on [www.bluespec.com](http://www.bluespec.com) or by calling (781) 250-2200.

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