



**CURIOUS**

**CURIOUS Corporation**

**- Introduction -**

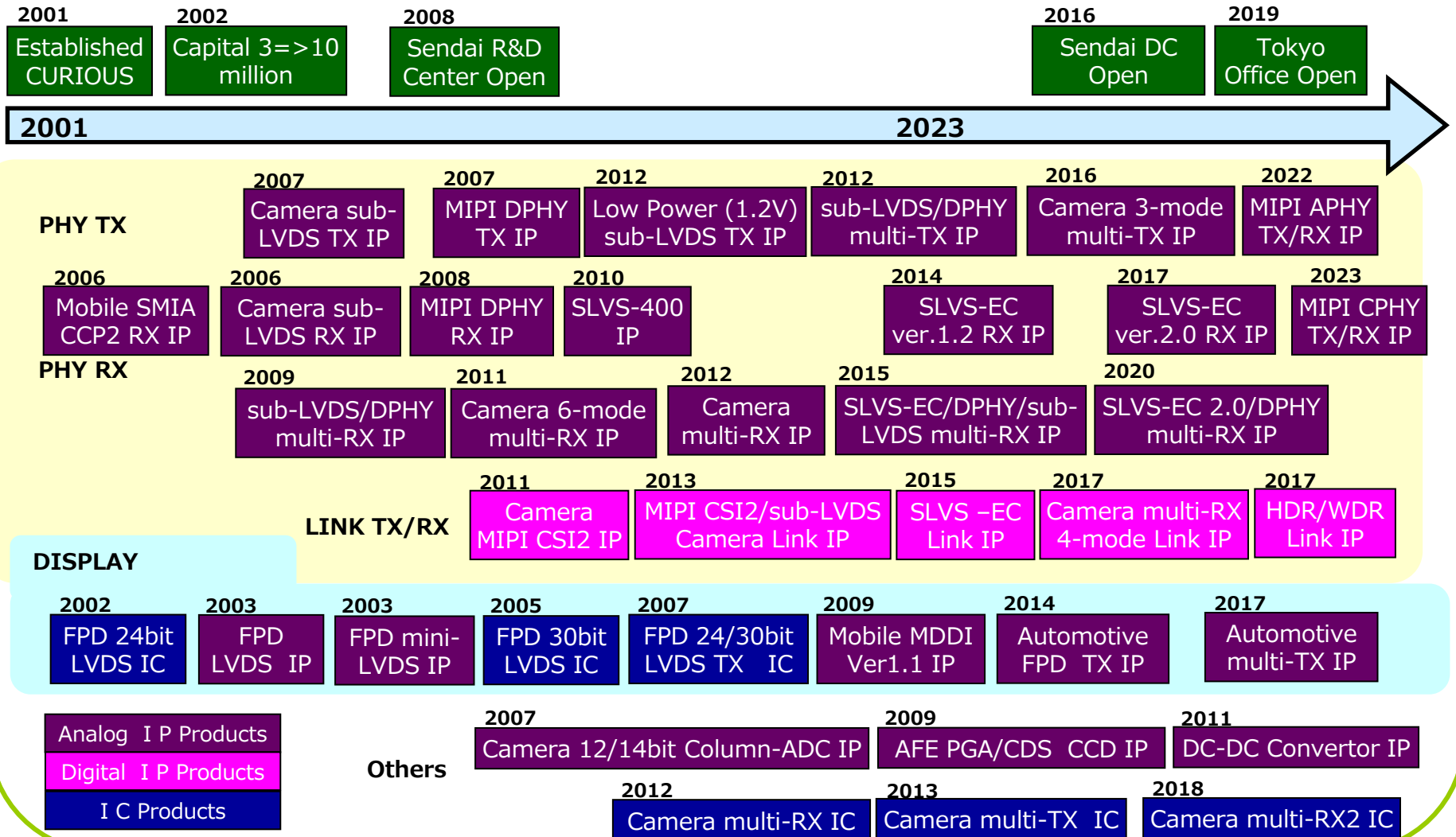
# About CURIOUS

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**Curious Corporation was established in July 2001 in Ichinoseki, Iwate, Japan as an IP & fabless design company specializing in the development and design of analog products.**

**We mainly provide high-speed interface design to customers as IP in the application fields of CMOS image sensors and flat displays such as industrial and consumer camera market.**

# Company History



# Company Location

## Tokyo Office

Subway Otemachi Station  
JR Line Kanda Station

About 4 minutes walking  
About 5 minutes walking

## Iwate Headquarters

Tohoku Shinkansen

Tokyo ~ Ichinoseki

About 2 hour 10 minutes

## Sendai Design Center

Tohoku Shinkansen & Subway

Tokyo ~ Sendai

About 1 hour 30 minutes

Sendai ~ Yaotome subway

About 14 minutes

## Partner company (Singapore)

**CURIOUS TEK PTE. LTD.**

Airplane & Subway

Changi Airport ~ Mattar subway About 40 minutes

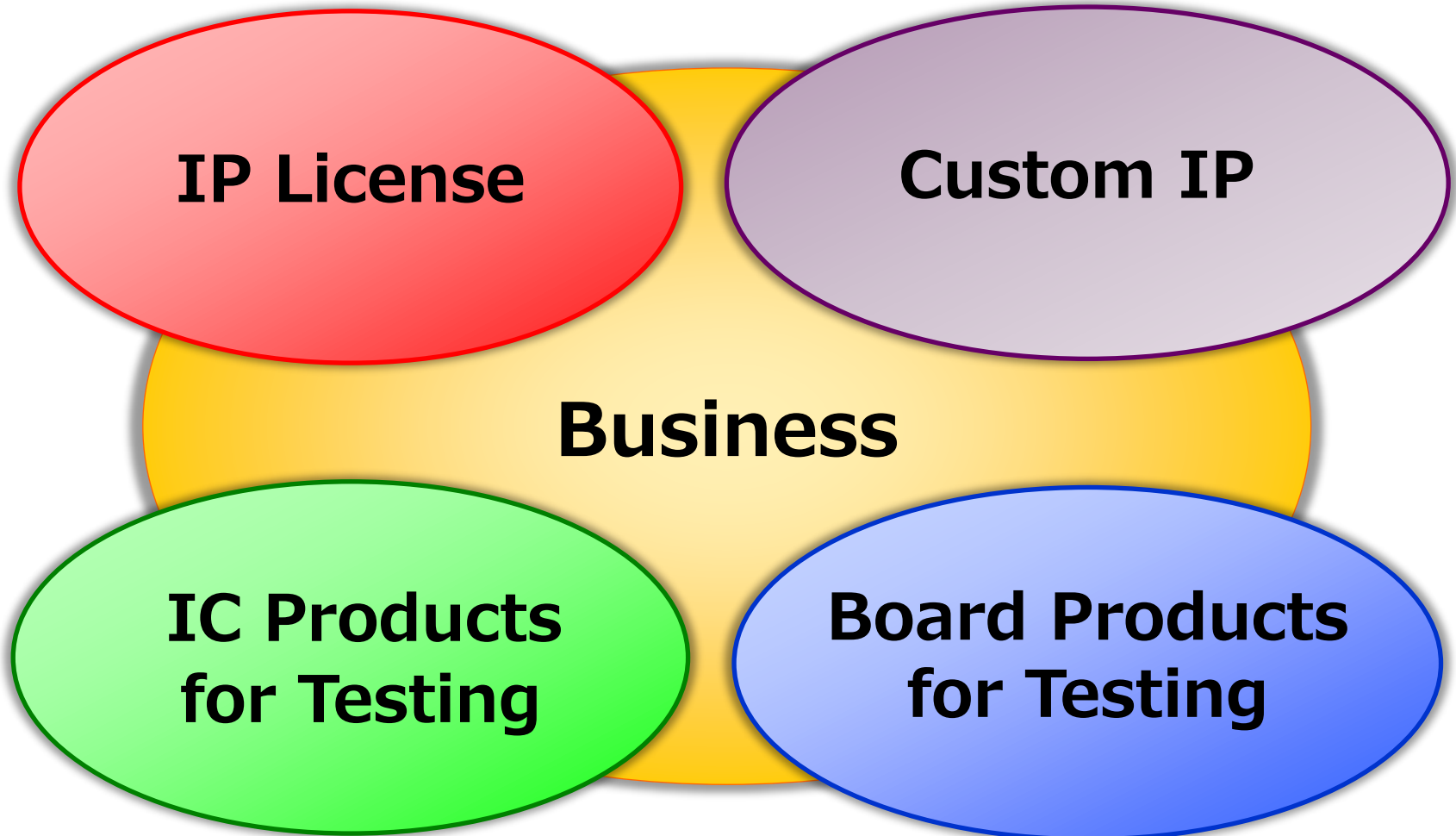
Mattar Station

About 13 minutes walking



# Business Model

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# Business Model (Products)

## ◆ Product Class ◆

### Display Interface Application



*LVDS / mini-LVDS  
MIPI(D-PHY)  
FPD-link / MIPI(DSI)*

### Camera Interface Application



*MIPI(D-PHY, C-PHY)  
SLVS-EC / sub-LVDS  
MIPI(CSI2, CSI3)*

### Image Capture Application



*column A/D converter  
AFE / V-Driver  
ISP, Video Decoder*

# **CURIOUS advantage Points [1/2]**

## **1. CURIOUS has many experience of Camera application**

- 1) Most of CURIOUS engineer have experience in camera vendors.
- 2) CURIOUS is supported column ADC of CIS ADC also
- 3) CURIOUS is supported HDR/WDR of each CIS vendor for Link layer

## **2. CURIOUS has good relationships with many camera vendors**

- 1) They are used our IP and informed us interface information

## **3. CURIOUS provides both the physical layer and the link layer**

- 1) Some vendors provide the physical layer but don't support the link layer

## **4. CURIOUS has an experience of Automotive application**

- 1) CURIOUS is provided Ips to two Automotive customer

## **5. CURIOUS has many combo-PHY IPs**

- 1) Combo PHY can change interface type by resister setting
- 2) CURIOUS established the world's first combo PHY idea

# **CURIOUS advantage Points [2/2]**

## **6. CURIOUS supports Customization IP (ASIP)**

- 1) CURIOUS is good at customization IP and has many experience
- 2) Custom IP is low risk because it combines many risk hedging pins based on proven IP.

## **7. CURIOUS checks patent**

- 1) CURIOUS IPs are checked patent of US/EU/Japan
- 2) US/EU/Japan customer need checking patent

## **8. CURIOUS proposes interface IP to customers**

- 1) Usually customers need to decide on specifications and provide to the ASIC vendor, but Curious will propose which IP to use better
- 2) CURIOUS supports evaluation of IP part for Customer LSI

## **9. CURIOUS has low power interface IP**

- 1) CURIOUS is thinking how to decrease power of each Ips
- 2) CURIOUS IP support low power application





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