



## **Scaleo chip appoints Laurent GAY as Vice President Sales**

Sophia Antipolis, France, August 28, 2008. **Scaleo chip**, a European leader of System-on-Chips (SoC) with business in the automotive and consumer multimedia areas, announced today the appointment of **Mr Laurent Gay as VP Sales of the company.**

With more than 20 years experience in the semi-conductor – ASIC and SoC and electronic industry where he held various senior sales positions, Laurent Gay will drive Scaleo chip sales strategy to boost the company revenue growth into its selected markets.

"We are excited to have Laurent join Scaleo chip as VP Sales. I look forward to working closely with him" says **Bruno Paucard, Scaleo chip CEO.**

**"Scaleo chip has great technologies appealing to the very demanding SoC automotive customers and a tremendous team. I see Scaleo chip with strong growth opportunities ahead" says Laurent,** " I look forward to working with Bruno and the sales team to boost Scaleo chip growth."

Scaleo chip is the System On Chip company bringing together Systems and Silicon. With several millions of units delivered to the market every years, **Scaleo chip is a European leader of the silicon fabless industry.** Additionally to carrying its own product line to the Automotive market, Scaleo chip offers a wide range of high-end services with expertise focus in multi-core architecture, IP design and integration, and System applications.

**Scaleo chip was founded in 1996 with headquarters in Sophia Antipolis, France.**

The company is funded by Seventure, Baytech Venture, Odyssee, Rothschild Gestion, Société Générale, FCJE and Matignon Technologies.

For more information on the company and its products, please visit  
<http://www.scaleochip.com>

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