



## Arteris IP FlexNoC Interconnect Used by NationalChip for Set Top Box (STB) Chips

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On-chip interconnect security technology enables more secure digital rights management (DRM)

CAMPBELL, Calif. – February 5, 2019 – Arteris IP, the world's leading supplier of innovative, silicon-proven [network-on-chip \(NoC\) interconnect](#) intellectual property, today announced that NationalChip has successfully produced satellite and terrestrial digital TV set top box (STB) systems-on-chip (SoC) using [Arteris FlexNoC interconnect IP](#) as the on-chip communication backbone.

*"Using Arteris IP FlexNoC's unique security firewall technology, we were able to create a custom, in-hardware security system that implements DRM for our customers' content while reducing the visible attack surfaces available to potential hackers. Arteris IP's technology has allowed us to create high-value security features and reduce power consumption, which both add significant value to our STB products."*

NationalChip-logo  
Feng Ye, Chief Technology Officer, **NationalChip**

NationalChip, based in Hangzhou, China, licensed FlexNoC interconnect IP because it was the only commercial interconnect IP to include [in-network security](#) features that help strengthen content digital rights management (DRM) at the system level. In addition, FlexNoC's flexible [end-to-end quality-of-service \(QoS\)](#) technology allowed the NationalChip team to optimize performance while limiting power consumption, which reduces the need for active cooling in STBs and increases their reliability.

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"Using Arteris IP FlexNoC's unique security firewall technology, we were able to create a custom, in-hardware security system that implements DRM for our customers' content while reducing the visible attack surfaces available to potential hackers," said Feng Ye, Chief Technology Officer at NationalChip. "Arteris IP's technology has allowed us to create high-value security features and reduce power consumption, which both add significant value to our STB products."

"We are excited that NationalChip has been able to take advantage of our interconnect IP's unique security technology to implement in-hardware digital rights management for set top boxes," said K. Charles Janac, President and CEO of Arteris IP. "Arteris IP technology allows our customers to innovate in multiple dimensions, including security, power consumption, performance, and cost."

### About NationalChip

Founded in 2001, NationalChip specializes in IC design, system solution development, marketing and sales for digital TV, family media center, and artificial intelligence markets. Nowadays, NationalChip offers commercial solutions covering all the digital television receiving terminal fields of both DVB global standards and Chinese standards. At the same time, NationalChip has deep roots in the field of artificial intelligence, pioneering artificial intelligence chips for the Internet of things, and developing neural network processor, instruction set and compiler and other core technologies with its independent research and development. <http://www.nationalchip.com/>

### About Arteris IP

Arteris IP provides [network-on-chip \(NoC\) interconnect IP](#) to accelerate system-on-chip (SoC) semiconductor assembly for a wide range of applications from AI to automobiles, mobile phones, IoT, cameras, SSD controllers, and servers for customers such as [Baidu](#), [Mobileye](#), [Samsung](#), [Huawei / HiSilicon](#), [Toshiba](#) and [NXP](#). Arteris IP products include the [Ncore](#) cache coherent and [FlexNoC](#) non-coherent interconnect IP, the [CodaCache](#) standalone last level cache, and optional [Resilience Package \(ISO 26262 functional safety\)](#), [FlexNoC AI Package](#), and [PIANO automated timing closure](#) capabilities. Customer results obtained by using Arteris IP products include lower power, higher performance, more efficient design reuse and faster SoC development, leading to lower development and production costs. For more information, visit [www.arteris.com](http://www.arteris.com) or find us on LinkedIn at <https://www.linkedin.com/company/arteris>.

### Editorial Contact

Kurt Shuler  
Arteris IP  
+1 408 470 7300  
[kurt.shuler@arteris.com](mailto:kurt.shuler@arteris.com)

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