



Media Contacts: Kathy Truesdell, 512-301-0615, ([truesdel@onr.com](mailto:truesdel@onr.com))  
Stan Victor, 512-294-9700 ([svictor@austin.rr.com](mailto:svictor@austin.rr.com))

## **RapidIO Trade Association Announces New Executive Director; AMCC and PMC-Sierra Join Steering Committee**

AUSTIN, Texas (August 30, 2004) – The RapidIO® Trade Association (RTA) today announced Iain H. Scott as its new executive director and the expansion of its Steering Committee to a total of 10 companies with the following two new additions:

- AMCC (NASDAQ: AMCC), a technology leader in the communications and storage equipment markets, appointed Sam Fuller as its steering committee representative. Sam joined AMCC in May as vice president of marketing for embedded products after serving as president of the RapidIO Trade Association since March, 2002.
  - “AMCC understands the importance of interconnect standards, and working with the steering committee helps ensure that RapidIO meets our customers’ needs,” said Brian F. Wilkie, Vice President and General Manager of AMCC’s Embedded Products Group.
- PMC-Sierra(TM) (NASDAQ: PMCS), a leading provider of high-speed broadband communications semiconductors and MIPS-based(TM) processors, designated Duncan Bees as its steering committee representative. He joined PMC-Sierra's product research group in 1999, and has been an active RTA Technical Working Group contributor including serving as technical editor for several RapidIO Serial PHY initiatives.
  - "We will continue to enhance RapidIO from the steering-committee level so it meets customers' requirements for a standards-based, scaleable and flexible interconnect," said Brian Gerson, Vice President, R&D at PMC-Sierra.
- Other steering committee members include [Alcatel](#), [EMC Corporation](#), [Ericsson](#), [Lucent Technologies](#), [Mercury Computer Systems](#), [Motorola](#), [Texas Instruments](#), and [Tundra](#).

Dan Bouvier, recently re-elected for another year as Steering Committee Chairman of the RapidIO Trade Association, said: “RapidIO continues its market leadership, attracting a veteran executive director, winning new designs, and inspiring increased levels of participation by AMCC and PMC-Sierra at the Steering Committee level. Members and customers will benefit immediately from Iain Scott’s 25 years of semiconductor industry experience and knowledge of international markets and technical standards.”

Iain's most recent accomplishments include serving as executive director of the Strategic Microelectronics Consortium in Canada that was charged with bringing increased business and investment in the microelectronics business to Canada. Prior to SMC, he was vice president for Mosaid Technologies, Inc., where he successfully built a design team that developed leading-edge memory technologies used in most DRAM devices today.

Similar to operational practices of other trade associations, Mr. Bouvier noted the secretariat function of the RTA will be handled now by Sue Leininger of the Austin, Texas-based firm of Leininger LLC. She will operate from the RTA's current office location, thereby retaining the RTA's existing mailing address and phone number. Iain Scott will perform his executive director duties from his base in Ottawa.

**About the RapidIO Trade Association:**

The global members of the RapidIO Trade Association drive the RapidIO® interconnect architecture. This ISO-certified, open-standard seamlessly enables the chip-to-chip, board-to-board, control, backplane and data plane interconnections needed in high-performance networking, communications and other embedded systems. RapidIO-based products are shipping now, including silicon chips, boards and systems. Detailed information on the RapidIO specification, products, design tools, member companies, and membership is available at [www.RapidIO.org](http://www.RapidIO.org).

RapidIO is a registered trademark and RapidFabric is a trademark of the RapidIO Trade Association. Product and company names mentioned may be trademarks and/or registered trademarks of their respective holders.

###