



# WIZnet Company Overview

June 2008  
WIZnet Inc

1. Company Overview
2. Core Technology & Application Area
3. Why Fully Hardwired TCP/IP?
4. Roadmap
5. Brand Marketing

© WIZnet All Rights Reserved



## 1. Overview

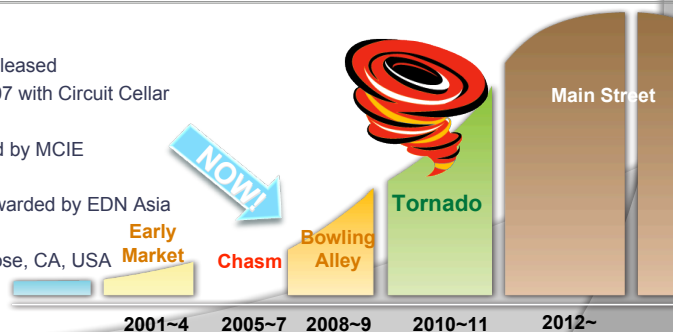


WIZnet core technology, 'TCP/IP Offload Platform' is ASSP and silicon-proven IP for custom ASIC, which best fits OS-less device and is compatible with any Embedded OS. Also, its fully hardwired TCP/IP algorithm **guarantees line speed by on-the-fly processing architecture** that is independent of main processor. Moreover, it eliminated main processor's overhead by offloading TCP/IP processing and hence enhances overall system performance especially in multimedia streaming applications.

WIZnet hardwired TCP/IP chip has been adopted worldwide both in OS-less devices (esp. DVR, Remote Control) and OS-based (esp. STB, DTV). It provides higher performance and stability than any software internet connectivity solution. ([www.wiznet.co.kr](http://www.wiznet.co.kr))

### [Milestone]

- 2008. 01 iEthernet W5300 (High-end target) released
- 2007. 09 WIZnet iEthernet Design Contest 2007 with Circuit Cellar
- 2007. 01 iEthernet W5100 released
- 2006. 12 Korean World-class Product Awarded by MCIE
- 2004. 12 BEP reached
- 2002. 09 "Innovator of the year 2001~2002" awarded by EDN Asia
- 2001. 04 Hardwired TCP/IP ASSP released
- 2000. 01 Incorporated iinChip™, Inc. in San Jose, CA, USA
- 1998. 05 WIZnet Inc. was founded

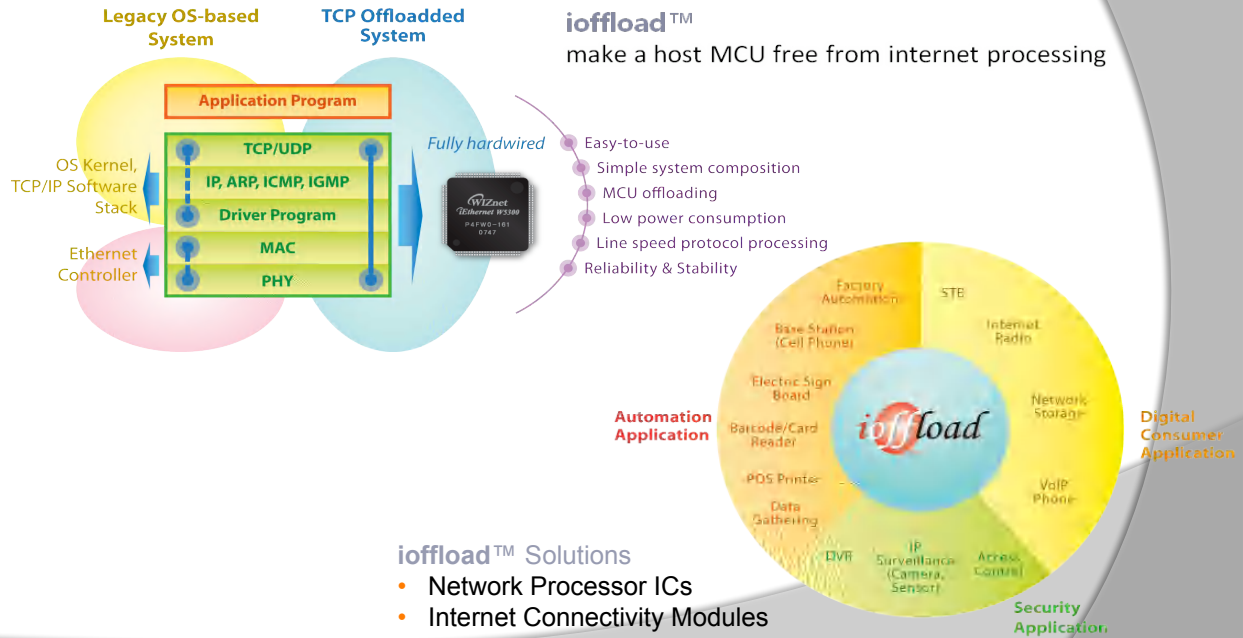


© WIZnet All Rights Reserved

2 page



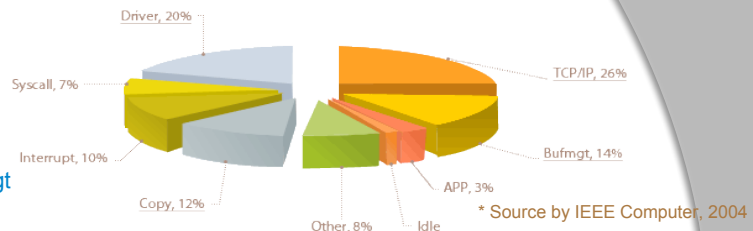
## 2. Core Technology & Application Area



## 3. Why Fully Hardwired TCP/IP?

### • CPU Overhead from S/W TCP/IP Processing

- TCP/IP
- a part of Driver, Copy and Bufmgt



	Hardware TCP/IP Chip	Software TCP/IP Stack
Performance	• High from TCP/IP offload	• Low from software TCP/IP bottleneck and CPU overhead
Task to develop	• Just add TCP/IP chip as simple as Memory chip	• Software porting and integration • Hard to debug
Knowledge	• Socket programming	• TCP/IP protocol & OS Kernel • Ethernet drive • Socket programming
System resource	• Just add TCP/IP Chip on existing system	• Faster CPU & bigger Memory
BOM	• Low from small system resource	• High from big system resource
System upgrade	• No need to port TCP/IP even when change platform	• Need to port TCP/IP whenever change platform
Remote upload	• Stable to add new functions on installed system	• Limited to add new functions on installed system

\* Source by "Embedded Internet Technology Trend" - Embedded World (Korean monthly journal), Nov. 2005

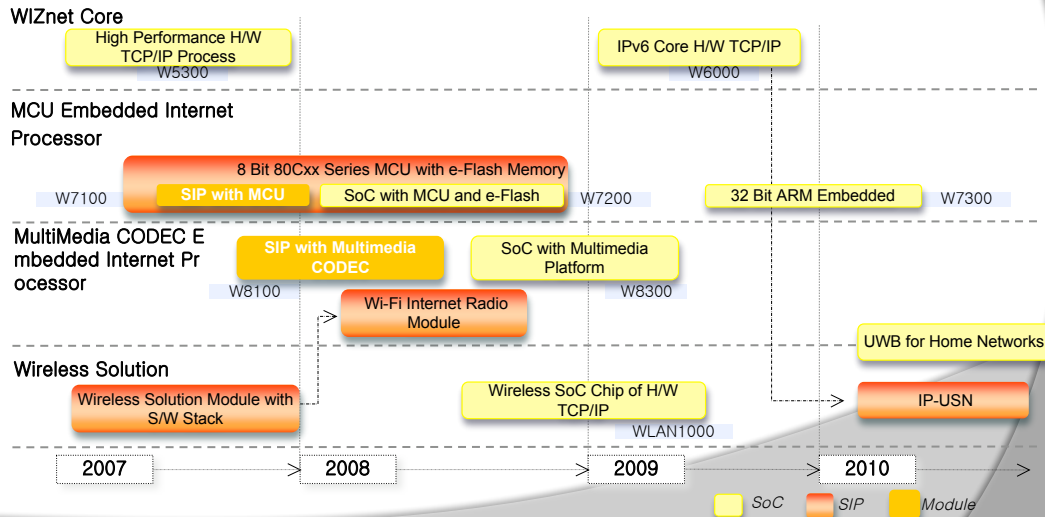


## 4. Roadmap

### SoC (or SiP) with MCU and/or CODEC and also WIRELESS

Reusable IP typed general-use standard platform is a common base of SoC for various applications

**“Platformed by ioffload™”**



## 5. Brand Marketing

### 1. Annual International Design Contest

(<http://www.circuitcellar.com/wiznet>)

- WIZnet iEthernet, W5100 Design Contest 2007 with Circuit Cellar
  - Free Sample Requests: **2,100 cases from 65 countries**
  - Project Registration: 156 cases
  - Projects of 12 Winners & 60 Distinctive Excellence: Release as Feature Article in Circuit Cellar (From July 2008~) Display in WIZnet Booth of ESC SV (Apr. 15~17, 2008)

### 2. P2B (Prosumer to Blog) Marketing

- 2,000 Contest Sample Database CRM
- Prosumers' meta blog portal & WIZnet Community site open

### 3. 3rd Party e-Market Place: [www.WIZwiki.net](http://www.WIZwiki.net)

- 30 Solution Providers' items
- 156 Prosumers' items from Contest Project Registration cases ex. Ben's Hobby Corner: <http://members.home.nl/bzijlstra>

### 4. Advertisement:

- July 2007 ~ : Circuit Cellar
- April 2008 ~: Google ADwords world wide



**Thank You**  
[www.WIZnet.co.kr](http://www.WIZnet.co.kr)  
[www.eWIZnet.com](http://www.eWIZnet.com)  
[www.WIZwiki.net](http://www.WIZwiki.net)