



CURIOUS

CURIOUS Corporation

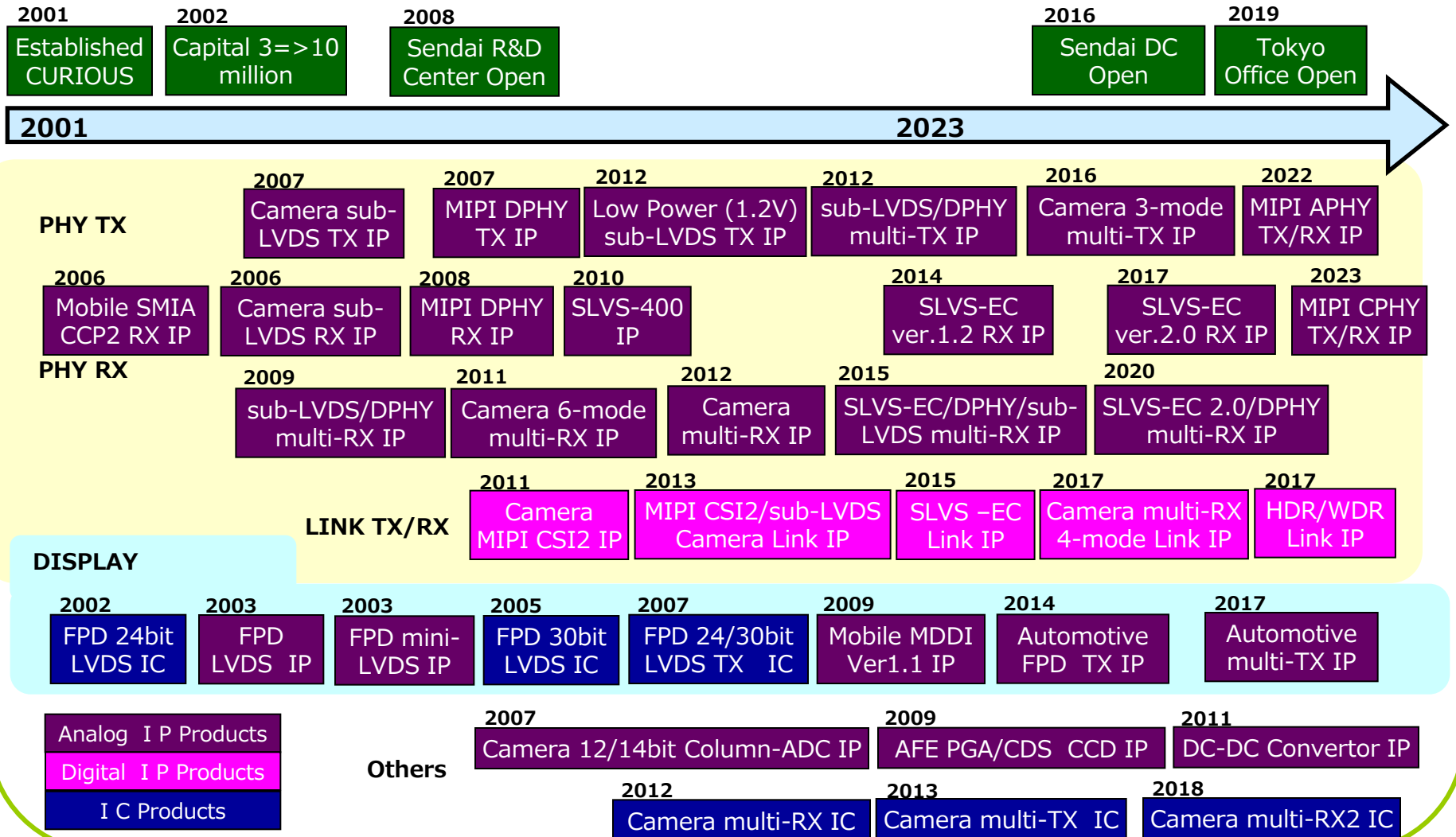
- Introduction -

About CURIOUS

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)

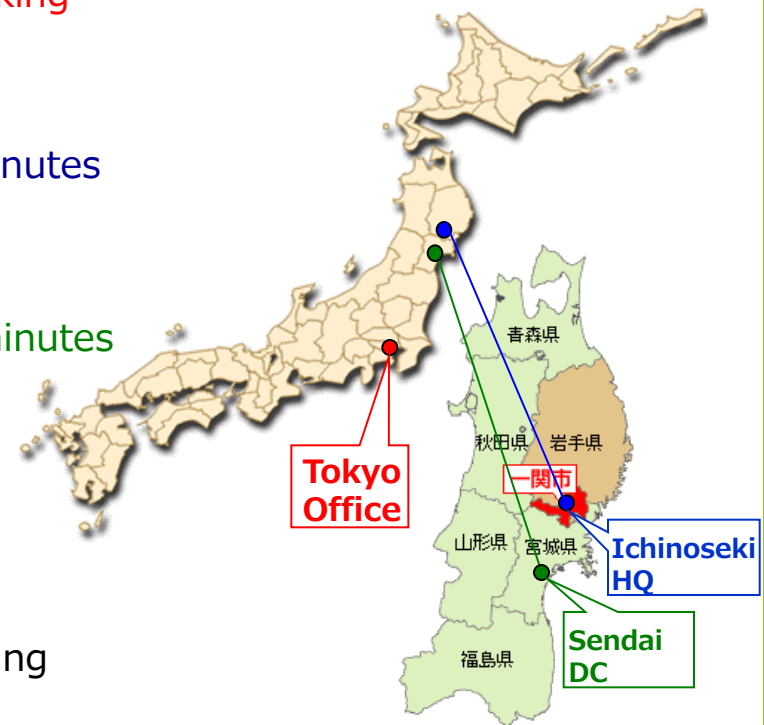
CURIOUS TEK PTE. LTD.

Airplane & Subway

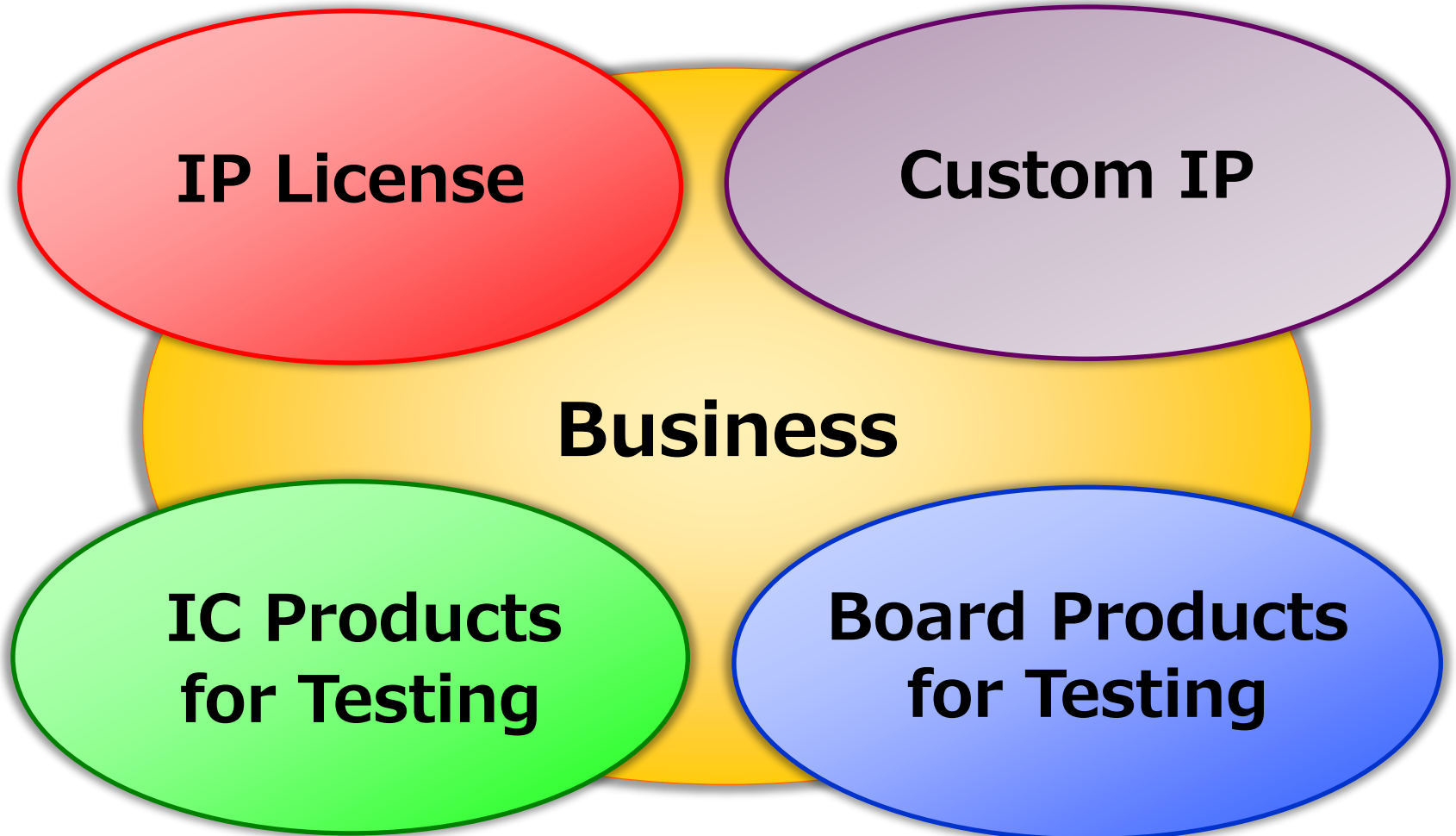
Changi Airport ~ Ubi subway About 35 minutes

Ubi Station

About 8 minutes walking



Business Model



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



CURIOUS

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