

# CUSTOM ASICS

Boost performance, differentiate & protect your designs

## Renesas helps OEMs design more optimized electronic systems.

With long term proven success in the design and manufacture of custom ASICs, Renesas combines our intellectual property (IP) with yours to design and deliver exclusive, custom chips with the performance you need.

The uniqueness of your chip protects your design and means it can't be easily copied. With custom ASICs you have longevity of supply, all while differentiating your product, reducing power, and shrinking your system into a single chip.



### IC Architects

With hundreds of staff years of RF, DSP, SW, Analog & Digital experience, coupled with world class library of mixed-signal IP components at a variety of process nodes.



### Right First Time

Proven design methodology ensures complete system solutions can be developed right first time. Meeting all industrial standards in design & production lowers the development risk.



### Longevity

Renesas is your partner in a full turnkey service from product concept to supply at all times before, during and after the development process.

## Applications

### Industrial IoT

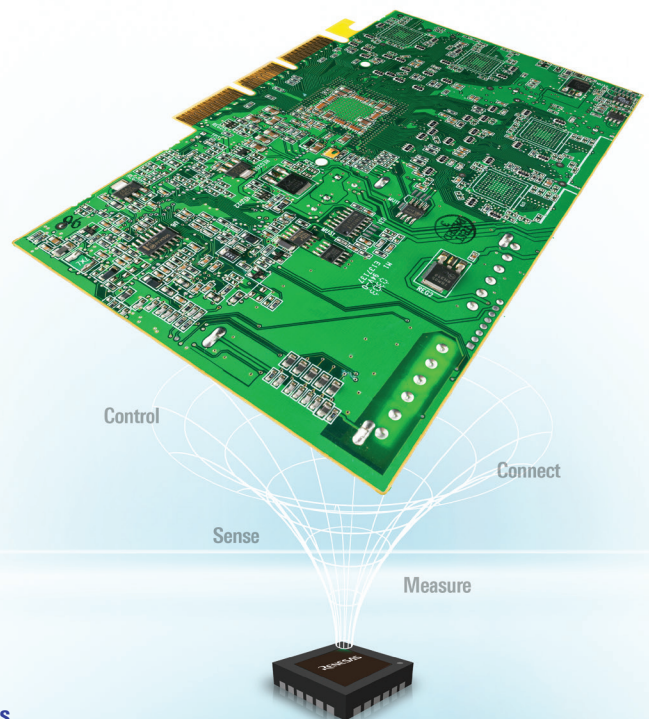
- Factory automation & control
- Instrumentation
- Motor drive control
- Metering
- Lidar

### Communications

- Satellite communication
- Broadband communications
- Fixed wireless access
- 5G
- Navigation & positioning

## Why Renesas?

- Superior custom chips - optimized for your product and software
- Secure, reliable and long life supply chain
- Unique to you - your custom chip demonstrating your technology leadership
- Knowhow protected - your unique IP combined with our IP on chip



For more information, visit: [dialog-semiconductor.com/products/industrial-asics](https://www.dialog-semiconductor.com/products/industrial-asics)