Ambiq Micro Secures $2.4M Investment

Seed Funding to Accelerate the Company's Business Plans and Expand Its Engineering, Sales and Marketing Teams

Austin, TX (PRWEB) November 9, 2010 -- Ambiq Micro, Inc., providing the world’s most energy efficient microcontrollers, today announced the close of a $2.4M round of seed funding. The round is led by DFJ Mercury, a seed and start-up venture capital firm investing in compelling and novel start-up opportunities in information technology, advanced materials and bioscience. The funding will enable Ambiq to expand its engineering, sales and marketing teams. Other investors include: ARM, Draper Fisher Jurvetson, Cisco, The Frankel Fund, Huron River Ventures and a number of private investors.

"DFJ Mercury is excited to support Ambiq Micro in its efforts to bring world-class ultra-low power microcontrollers to market," stated Ned Hill, Managing Director, DFJ Mercury. "Ambiq provides proven technology that enables new products where the requirements for significant battery life extend far beyond the capabilities available today."

"Ambiq Micro is extremely pleased to be supported by DFJ Mercury, ARM and the other investors on this stellar list," said Scott Hanson, CEO of Ambiq Micro. "This vote of confidence in Ambiq provides the capital needed to accelerate our business and provide product to a much wider range of customers."

About Ambiq Micro, Inc.
Ambiq Micro is the technology leader for ultra-low power microcontrollers. Extensive research in advanced power management techniques has produced 32-bit ARM® Cortex™-M class processors that are more energy-efficient than the simplest 8-bit solutions on the market today. Ambiq microcontrollers are used in the most demanding applications requiring extremely long battery life. Standard and custom microcontrollers offer complete solutions that address the need for minimal power consumption in both active and sleep mode. www.ambiqmicro.com

About DFJ Mercury
Headquartered in Texas, DFJ Mercury invests in compelling and novel start-up opportunities in information technology, advanced materials and bioscience in the Midcontinent. With over $100 million under management, DFJ Mercury seeks to partner with extraordinary entrepreneurs to build globally competitive businesses. Since inception in 2005, DFJ Mercury has been one of the most active seed-stage investors in the Midcontinent, consistently rated as a top VC firm for entrepreneurs by Entrepreneur Magazine and TheFunded.com, and has become a "go-to" venture firm for entrepreneurs at the earliest stages of idea generation, company formation, and market execution. DFJ Mercury is a partner in the DFJ Global Network of venture funds. More information: www.dfjmercury.com

About ARM
ARM designs the technology that lies at the heart of advanced digital products, from wireless, networking and consumer entertainment solutions to imaging, automotive, security and storage devices. ARM’s comprehensive product offering includes 32-bit RISC microprocessors, graphics processors, video engines, enabling software, cell libraries, embedded memories, high-speed connectivity products, peripherals and development tools. Combined with comprehensive design services, training, support and maintenance, and the company’s broad Partner community, they provide a total system solution that offers a fast, reliable path to market for leading
electronics companies. Find out more about ARM at: www.arm.com

About Draper Fisher Jurvetson
DFJ backs extraordinary entrepreneurs everywhere who set out to change the world. DFJ achieves its mission through its DFJ Global Network of Partner Funds, invested in more than 600 companies. With a 25-year history of success across diverse sectors and market conditions, DFJ has led the way investing in emerging technologies, from the Internet and life sciences to clean energy and nanotechnology. DFJ has been proud to back industry changing successes in the Internet such as Hotmail (acquired by Microsoft), United Online, Overture (acquired by Yahoo), Baidu, Skype (acquired by eBay); mobility companies such as AdMob (acquired by Google), Mobile365 (acquired by Sybase) and Good Technologies; cleantech companies such as EnerNoc, Tesla, SolarCity, and Brightsource Energy; and life science companies such as Athenahealth and ePocrates. Named by TechCrunch as the "Top Networked Venture Capitalist", DFJ's Network covers more geographic regions than any other venture capital firm. For more information, go to www.dfj.com.

About Cisco
Cisco, the worldwide leader in networking that transforms how people connect, communicate and collaborate, this year celebrates 25 years of technology innovation, operational excellence and corporate social responsibility. Information about Cisco can be found at www.cisco.com.

About The Frankel Fund at the Ross School of Business at the University of Michigan
The Frankel Commercialization Fund is a pre-seed/seed student managed investment fund established to identify and accelerate the commercialization of ideas and technology generated within the University of Michigan community and the surrounding area as well as to provide the best possible learning opportunity for Ross students. Student investment teams adopt a hands-on approach to investing that leverages the talents and resources available at the Stephen M. Ross School of Business at the University of Michigan and its Zell Lurie Institute for Entrepreneurship to help company founders create value for their companies and for the University Community.

About Huron River Ventures
Huron River Ventures ("HRV") invests in early-stage, Michigan-based, advanced clean technology companies offering innovative, cost-effective and higher performing products and solutions to large global markets. HRV was formed in early 2010 to capitalize on an emerging investment opportunity brought about by the convergence of a global growth trend in clean technologies ("cleantech") and the development of Michigan’s innovation and entrepreneurial ecosystem. For more information on HRV, please visit www.huronriverventures.com.

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