



Chipworks and Tortuga Pacific Collaborate to Deliver Strategic Technical Intelligence Services throughout Silicon Valley

Tortuga Pacific will support Chipworks commitment to provide the most accurate, competitive technical intelligence to businesses in Silicon Valley, helping them get to market quicker with winning products.

OTTAWA, ONTARIO, CANADA, August 5, 2015 – Chipworks, the trusted patent and technology partner to the world's most successful companies, announced that it has engaged Tortuga Pacific as its sales representative for the greater San Francisco Bay Area. The companies will collaborate to deliver essential competitive technical analysis and products to Silicon Valley's leading semiconductor and electronics companies.

"Working with Tortuga Pacific enables us to tap into their deeply experienced team, vast network of Silicon Valley relationships, and strong customer-first perspective," said Julia Elvidge, Chipworks President. "This relationship will further our commitment to provide the most accurate competitive intelligence available to businesses throughout Silicon Valley, potentially saving them substantial time and money on product development. Tortuga Pacific is the ideal, connected partner for driving our strategic initiatives in a critical market that incubates much of the innovation in our industry."

The world's leading semiconductor and electronics companies trust Chipworks to help them discover what products are winning, and why. Using the industry's most sophisticated in-house technical analysis, Chipworks continuously and proactively monitors, and reports on semiconductor components inside high volume consumer electronics. Our independent and objective analysis helps companies understand the competitive landscape in order to grow their revenue and increase market share.

"Chipworks' uniquely detailed competitive analysis of the electronics industry's most complex and advanced products provides companies with strategic advantage in new product development," said Tortuga Pacific CEO and Founder Brad Holtzinger, "Their competitive analysis and services are integral components of innovative product strategies. We are proud to collaborate with Chipworks to bring their strategic value and technical intelligence services to Silicon Valley."

About Tortuga Pacific

Tortuga Pacific, headquartered in Silicon Valley, California, was founded in 2012 by executives with proven global semiconductor experience in the areas of thought leadership, deal structure, valuation/protection of intellectual property rights, and a proven winning negotiation track record. Its founders have executive experience in several of the industry's major alliance formations, collaborative initiatives, as well as mergers & acquisitions. For more information contact Kevin Meyer, kevin@tortugapacific.com or (408) 838-6031.

About Chipworks

For over 20 years Chipworks has been a trusted patent and technology partner to the world's largest and most successful companies. Business leaders rely on the company to help them identify and fully leverage their most valuable patents and provide crucial analysis of high-revenue products in the most competitive, fastest changing technology markets. By combining deep patent and market knowledge with an unmatched ability to analyze the broadest range of technology products, Chipworks is able to provide the most insightful Patent Intelligence and Competitive Technical Intelligence services in the industry.

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