



**FOR IMMEDIATE RELEASE**

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**LUCID OPENS SILICON VALLEY OFFICE, HIRES VP MARKETING AND SALES**

**Kfar Netter, ISRAEL and Santa Clara, CALIFORNIA—June 1, 2009—**Lucid, an innovator in real time distributed processing for visual computing applications, today announced it has opened a new Silicon Valley business office and welcomes the addition of Patrick Chiumiento as VP of Marketing and Sales who is responsible for marketing, sales and support.

“We are honored to welcome Pat to Lucid’s executive staff,” said Lucid CEO Moshe Steiner. “Pat’s background is rich with experience in supporting growing startups to implement product marketing strategy, manage growth of a global infrastructure, and successfully do business with worldwide computer and peripheral OEMs.”

**Patrick Chiumiento**

Pat brings to Lucid more than 25 years experience in technical marketing, sales and business development. Pat’s most recent experience was with Memsic, where he was VP of Marketing and Sales. During that time he helped as strategically involved in planning and supporting the company’s IPO.

Prior to Memsic, Pat was co-founder of Chipwrights (acquired by AP Holdings), where he served as the VP of World Wide Sales and Business Development and later as CEO. Prior to ChipWrights, Pat co-founded N\*Able Technologies, Inc. (acquired by Wave Systems) where he served as the company’s VP Sales and Marketing. Pat also has held various VP and Manager level positions at companies



including Databook Corporation, IBM Microelectronics, Chips and Technologies, NEC Electronics (USA), and ITT Semiconductor.

Pat received his BSEE from University of Massachusetts (Lowell) and did his post graduate studies in Business Administration at Merrimac College and Northeastern University.

### **Lucid US Office**

The US Lucid Technologies Inc. office is based in the heart of Silicon Valley at 5201 Great America Parkway, Suite 320 in Santa Clara, California and will serve as a base for worldwide sales, support and marketing team members. To reach the US office or to contact Pat, please call 408-850-7241.

### **About Lucid**

LucidLogix Technologies Ltd. is reinventing multi-core graphics with its HYDRA real-time connectivity and distributed processing engine that will scale visual computing for professional, business and gaming applications. Lucid is a fabless SoC provider headquartered in Kfar Netter, Israel. Its innovations are protected by more than 60 patents and patents pending, and it is backed by leading venture providers Rho Ventures, Giza Venture Capital, Genesis Partners and Intel Capital. For more information, visit [www.lucidlogix.com](http://www.lucidlogix.com).

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