

## Mirics Company Profile

Mirics is a system solutions company developing silicon and software platforms to enable converged connectivity and multi-media content anywhere.



### Introduction

A little over a decade ago, the television was simply a passive live content receiver device, and portable computers and mobile phones were primarily business-focused tools.

Today, driven by multi-media content- and interactivity-hungry consumers, the functions and features of these three screen-based device platforms have changed, blurred and merged: the mobile handset incorporates computer- and TV-like functions; portable computers support handset-like wireless connectivity and feature a plethora of entertainment features; and the TV is becoming a networked multi-media home hub.

Consumers now expect a ubiquitous - anytime, anywhere - multi-media experience delivered across a multiplicity of device platforms. Crucially, consumers are not willing to pay a price premium for this converged experience.

Mirics believes that the **Software Modem** approach is the only way the 'content-anywhere' challenge can be solved at an acceptable cost point

Microprocessor and application processors found in most portable PC and CE devices today support advanced multi-media functionality.

The availability of this cheap, multi-media centric processing power heralds the beginning of a new age of software modems that will enable converged connectivity and content-anywhere.

Mirics develops software modem solutions to deliver converged connectivity

### About Mirics

Mirics is a system solutions company developing silicon and software platforms. Leveraging the innovation and commercial skills of a world-class team, Mirics has combined reconfigurable silicon techniques with proprietary algorithmic IP to realise the dream of converged connectivity.

Mirics' first success towards its convergence vision is **FlexiTV™** - the world's first software-based global standards broadcast TV and radio receiver, targeting PC platform and portable devices. Mirics will also develop software modem solutions to encompass other connectivity technologies such as Bluetooth, GPS, NFC, Wi-Fi and WiMax, to deliver the ultimate content-anywhere experience.

Mirics is headquartered in the UK, with R&D and pre- and post-sales support teams based around the world.

### Company Background

Founded in April 2004, with backing from eminent investors, the Mirics team comprises technical and commercial experts from the wireless, semiconductor and broadcast sectors.

Mirics is headquartered in the UK, with R&D and sales support teams around the world, including China, Hong Kong, Taiwan and the US.

### Company Milestones

<b>Apr 2004</b>	Mirics is founded
<b>Jul 2006</b>	FlexiRF™ tuner launched
<b>Aug 2007</b>	\$12M B-round funding secured
<b>May 2008</b>	Mirics announces FlexiTV™
<b>Jan 2009</b>	\$7M additional funding secured
<b>Apr 2009</b>	Mirics-Spreadtrum CMMB collaboration
<b>Jun 2009</b>	Mirics-HDIC DTTB collaboration
<b>Sep 2009</b>	Mirics-NVIDIA FlexiTV™ collaboration
<b>Jan 2010</b>	Mirics announces FlexiStream™