

Mirics launches world's first true poly-band mobile broadcast tuner

UK start-up's breakthrough technology enables OEMs to design a single platform for mobile broadcast - independent of standards or regional differences

London, 13 July 2006: Mirics Semiconductor, a new UK-based RF and mixed signal fabless semiconductor company operating in the mobile broadcast receiver market, launches the MSI001, the world's first poly-band tuner for mobile digital broadcast reception. The breakthrough device is a universal broadcast receiver that enables designers of mobile phones, portable media players and PDAs, to easily add mobile broadcast reception to support any global standard. MSI001 has the lowest power consumption and highest performance of any mobile broadcast receiver currently available. At \$3.50 (10,000units) the MSI001 is also the lowest cost. Unusually for a start-up company, Mirics has working samples of the MSI001 available immediately, which are already being trialled by key OEMs.

The breakthrough MSI001 chip is the most technically advanced product of its type, capable of receiving all broadcast standards announced to date, including DVB-H, T-DMB, ISDB-T, DAB-IP, MediaFlo, DAB, DRM and even AM/FM. Mirics also designed the MSI001 to be configured for the reception of other standards, or unknown future standards, without any cost or performance penalty. An example of this flexibility is the impending release of the Chinese MDTV standards. The MSI001 was designed before these standards were announced, yet it supports them through a configuration option.

The device provides coverage for all major broadcast bands ranging from 100KHz - 1.9GHz (covering LW/MW/SW, L-Band and VHF Bands II, III, and UHF Bands IV and V). MSI001 also has the lowest power consumption of any tuner announced to date – for example using a mere 46mA in continuous DVB-H operation in the L-Band.

Mirics has a strong silicon development team with world-leading RF technology, wireless/algorithms, IP, silicon delivery and system architecture experience, and the skills to lead the mobile broadcast receiver market. The company has the backing of Europe's largest early-stage technology fund, Pond Venture Partners.

Mirics has a focused strategy, business vision and product roadmap. Following the launch of MSI001, Mirics will be announcing details of a breakthrough mobile broadcast technology in Q4 2006, with a related key product planned for launch in Q1 2007.

Simon Atkinson, CEO, Mirics comments: "The mobile broadcast market is extremely fragmented by multiple standards and band allocations. To date, companies have typically focused on supporting one or two of the multitude of standards. This fragmentation has been identified as the principal bottleneck to the wider adoption of mobile broadcast technologies; the small volumes available for any handset supporting a single standard do not justify its development."

Atkinson continues: "The multi-standard TV tuner has been heralded as the 'holy grail ambition' for mobile handset design and is a key development target for our competitors for the next 12 months. Unlike our competitors, Mirics is delivering this technology today, in the form of working silicon which is available to sample now. MSI001 supports all current digital terrestrial broadcast standards, and analogue radio, across all terrestrial broadcast bands. It also has the lowest cost implementation and highest performance of any mobile broadcast receiver currently available."

Mike Gera, Pond Ventures comments: "Mirics is well positioned to gain an important first mover advantage in the rapidly emerging mobile broadcast receiver market. It has the perfect blend of industry experience, innovative talent, a breakthrough technology and a large and growing target market. We have high expectations for its success."

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About Mirics

Mirics Semiconductor Inc. is a start-up RF and mixed signal fabless semiconductor company delivering innovative solutions for the mobile broadcast receiver market. Founded in 2004 and based in Hampshire, UK, Mirics has brought together a strong silicon development team with extensive experience in RF technology, wireless/algorithms, IP, silicon delivery and system architecture. Mirics' first commercial product, the MSI001, is the world's first true poly-band tuner and represents the most technologically advanced product of its type. Mirics employs a fabless business model with early stage funding from Pond Venture Partners, Europe's largest early-stage technology fund. Operating in a market that is conservatively expected to exceed \$1 billion by 2010, Mirics is well positioned to gain an important first mover advantage in this rapidly emerging market.

www.mirics.com

About Pond Venture Partners

Pond Ventures is Europe's largest early-stage technology venture capital fund, leading seed and A round investments including silicon, software, hardware, wireless, materials, systems, and the intersection of these areas with energy and medical devices. Pond works closely with entrepreneurs to build European technology into global companies, making introductions to global customers, building the team, and bringing in quality co-investors. Pond operates as a cohesive team based in London and Silicon Valley with strong connections in Asia. Partners have technology, operating and entrepreneurial backgrounds. Pond was founded in 1997 and has over \$200 million under management. Pond is regulated by the FSA.

www.pondventures.com

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