



**USMART chooses Mirics FlexiTV™ to bring live World Cup Soccer action to portable PCs**

*Solutions from USMART are being demonstrated at CeBIT*

**Sunnyvale, CA. - March 3rd, 2010:** Mirics today announces that Hong Kong-based USmart Electronic Products Ltd. (USmart) has partnered with Mirics to develop multi-standard broadcast TV platforms targeting notebook computers. USmart has developed solutions using [FlexiTV](#), the world's first commercial software-based global TV receiver. These new product developments will be timed to target fans following the 2010 FIFA World Cup on TV in Europe, Asia and South America, regions widely served by the DVB-T and ISDB-T digital TV standards.

Ben Wong, CEO, USmart, commented: "USmart has a long and successful history of developing OEM and ODM solutions for the PC and digital peripherals market. We chose Mirics' FlexiTV as the perfect complement to our existing products, so that USmart can offer consumers and customers a great live TV experience on-the-go, perfect for enjoying the 2010 World Cup soccer championship."

"Mirics is extremely pleased to announce these latest commercial partnerships for its FlexiTV platform with leading Hong Kong company USmart," said Simon Atkinson, CEO, Mirics. "The combination of lowest bill of materials for a global broadcast solution, and the inherent flexibility of software-based TV make FlexiTV the most compelling live TV offering on the market. In addition to developing innovative

products, Mirics closely assists its customers with an extensive global support team, including locally in Asia, to ensure successful business partnerships.”

USmart will be demonstrating FlexiTV-enabled products at CeBIT in Hannover from March 2nd at Hall 17, booth #C35-A6.

To arrange a meeting with Mirics executives at CeBIT to discuss FlexiTV and how it could complement your multi-media platforms, please contact [cebit@mirics.com](mailto:cebit@mirics.com).

### **About Mirics**

Mirics provides total system solutions for converged wireless connectivity on portable consumer electronic devices such as Notebook PCs, Media Players and Cell phones. The initial focus of the company is the delivery of free-to-air broadcast services and content to portable computing and communications devices. With development, support and sales operations in USA, UK, Hong Kong, China and Taiwan, Mirics has brought together a strong team with extensive experience in delivering high performance integrated circuits and algorithmic IP into high volume wireless, broadcast and cellular applications.

Mirics has secured funding from an eminent investor team comprising Acacia Capital Partners, Intel Capital and Pond Venture Partners. Mirics secured \$7 million of financing in January 2009, bringing total investor financial support to \$22 million.

[www.mirics.com](http://www.mirics.com)

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