



Mirics and Shanghai HDIC announce strategic partnership to deliver high-definition broadcast TV content to portable PC platforms in China

Platforms will integrate Mirics' FlexiRF tuner technology and HDIC's DTTB demodulator to bring a vivid terrestrial TV viewing experience to portable products

Fleet, UK, and Shanghai, China 2nd June 2009: Mirics Semiconductor and Shanghai High Definition Digital Technology Industrial Company Ltd ("HDIC"), announce a strategic partnership to enable high-definition digital TV reception on portable devices using the Digital Television Terrestrial Broadcast (DTTB) standard. DTTB - formal reference GB20600-2006 - became the mandatory digital terrestrial TV standard for Chinese broadcasters in August 2007, and all terrestrial TV receivers must comply with DTTB ahead of 2015 when analog TV broadcasts will cease in China. DTTB supports both standard-definition (SD) and high-definition (HD) transmission modes, and free-to-air SD and HD content is already available in key Chinese cities, with major DTTB infrastructure build-out continuing across China.

Mirics and HDIC are currently developing complete reference platforms targeting DTTB-enabled personal computer platforms such as netbook and All-in-One (AIO) PC, and these solutions will integrate Mirics' FlexiRF(TM) tuner technology and HDIC's low power HD/SD dual-mode demodulators. As a rapidly growing consumer electronics device segment, netbook PCs in particular are ideally suited to support reception of digital terrestrial TV. According to ABI Research, in 2009, global netbook shipments could reach almost 35 million units.

Commenting on the collaboration, Simon Atkinson, CEO, Mirics, said: "Consumers are increasingly demanding the ability to access high-quality multi-media content on portable devices such as netbook PCs. By pairing Mirics' high performance - but low-power - FlexiRF tuners with HDIC's dual-mode DTTB demodulators, mobile PC users in China will soon be able to enjoy a remarkable high-definition TV viewing experience currently only available on home TV screens." Dr. Jun Sun, CEO, HDIC, added: "We are delighted to announce this cooperation with Mirics. As a leading HD/SD DTTB baseband provider in China, HDIC has already achieved notable successes in fixed DTTB applications such as set-top-box and integrated digital TV. Our partnership with Mirics utilizing HDIC's latest low power demodulators will enable us to now address the considerable potential in the portable and AIO PC segments."

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About Mirics

Mirics provides total system solutions for converged wireless connectivity on portable consumer electronic devices such as Notebook PCs, Media Players and Cellphones. 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 Boston (USA), Hampshire (UK), Hong Kong, Shanghai and Taipei, 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 recently secured \$7 million of financing in January 2009, bringing total investor financial support to \$22 million.

www.mirics.com

About Shanghai HDIC

Shanghai High Definition Digital Technology Industrial Corporation (HDIC) is a fabless semiconductor company focused upon developing fully standards compliant digital television terrestrial silicon chips, IP and system solutions. The company has received investment from Shanghai Jiao Tong University, Shanghai Venture Capital and State Development and Investment Corporation. The company is a key research and development leader and core contributor to the Chinese Digital Television Terrestrial Broadcasting standard (GB20600-2006).

<http://www.hdigroup.net/>

Media Contacts:

HDIC

Hui Hui

Tel: +86-21-54263078-8306

Email: media@hdigroup.cn

Mirics Semiconductor

Chet Babla

Tel : +44-7739-108-648

Email: press@mirics.com

Press information:

Andrew Town,

Tel: +44 (0) 20 8429 6546.

Email: mirics@pinnaclemarcom.com

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