



World's first software TV solution from Mirics ships in production volume

Mirics ramps inventory levels and grows team to meet demand for FlexiTV™ platform

Sunnyvale, CA. - January 4th, 2010: [Mirics](#) today announces it has commenced volume shipments of its software-based broadcast TV receiver, [FlexiTV™](#), to its global customer base. FlexiTV rewrites the economics of supporting global standards broadcast reception on PC platform devices such as desktops, notebooks, and netbooks, by implementing the traditional silicon demodulation functionality in software. The ability to offer value-add features such as FlexiTV is especially attractive to PC manufacturers in the current economic climate, as they enable differentiation from competitor products at the lowest cost point.

Commenting on the announcement, Simon Atkinson, CEO Mirics, said: “Mirics was the first company in the world to announce a software-based TV receiver when it unveiled its FlexiTV technology in 2008. In the intervening period, the team has worked diligently to ensure that FlexiTV meets all of the quality and reliability expectations of customers. The resources and product innovation required to meet the challenges of developing a prototype platform into a qualified product meeting all relevant industry standards and certifications are frequently underestimated. In addition, Mirics also needed to address the greater-than-normal quality expectations of manufacturers previously sceptical to the viability of a software-based receiver. Today’s announcement is a clear statement that Mirics has addressed all these requirements.”

Atkinson continued: “Mirics is building significant product inventory to meet the larger than expected customer demand for FlexiTV in 2010. To support this demand and meet future needs, we have strengthened the global sales support team, including additional distribution channels in south east Asia, and have also added further engineering resources with a new development team in Asia.”

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

Further information:

Mirics Semiconductor, Oakmere, Barley Way, Ancells Business Park, Fleet, Hampshire, GU51 2UT. Tel: +44 (0) 1252 612888. Email: press@mirics.com Website: www.mirics.com

Press information:

Pinnacle Marketing Communications

Andrew Town

Tel: +44 (0) 20 8429 6546.

Email: mirics@pinnaclemarcom.com

Ref: MIR027/A

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