

Mirics brings comprehensive ISDB-T Digital TV solutions to Latin America

Launch event in Brazil showcases strength of Mirics' products and partnerships across region

Sao Paulo, Brazil - August 17th, 2010: Mirics, developer of [FlexiTV™](#), the world's first commercial software-based global TV receiver, today launched its best-in-class ISDB-T 1-Seg (mobile) and Full-Seg (terrestrial) digital TV offerings within Brazil and across Latin America with immediate availability. To support their valued customers and partners in the region, Mirics has selected OCPtech, a specialist sales and marketing company, to represent the company locally.

“Latin America is a key growth region for Mirics' FlexiTV-based products, so it was vital for us to find a highly experienced partner who further strengthens our presence in the region,” said Jay Nunez, Vice President, Worldwide Sales and Marketing, Mirics. He added, “Mirics has unparalleled customer and partner support worldwide; expanding this to Latin America has been a top priority so we're excited to partner with OCP and be launching multiple product offerings with unmatched price and performance at this time.”

In order to provide comprehensive ISDB-T solutions within Latin America, Mirics and OCP have established relationships with multiple ODM partners, including Digibest, USmart, Costar and Hauppauge Computer Works.

Candy Wang, VP of Sales, Digibest said: “FlexiTV delivers a compelling solution from both a capability and cost perspective in this rapidly growing region for digital TV. We’re very excited to be partnering with Mirics and bringing their innovative product to the Latin American market.”

Ken Plotkin, CEO of Hauppauge Computer Works added: “The flexibility of Mirics’ solution is one of its key benefits. Hauppauge has already developed three product versions around FlexiTV for this market: targeting large PC OEMs looking for the lowest cost ISDB-T receivers for desktop PCs; another for desktop "drop in box" programs; and yet another for Windows 7 notebooks.”

Mirics has focused on Latin America and Brazil as a key market, launching with OEM design wins already secured, immediate volume availability across the region and local manufacturing within Brazil through partnerships with Quad Core and Skycast. At the Sao Paolo launch event, OCP and Mirics demonstrated multiple product offerings based on FlexiTV, including unique Xpresscard designs manufactured locally.

Said Paul Ayscough, Founder, OCPtech: “We are always seeking unique and cutting-edge products to represent within Latin America. FlexiTV truly offers a clear and immediate price and performance advantage we’re already seeing amazing demand for. Combining this technical superiority with Mirics’ key industry partnerships and dedicated manufacturing and support within Latin America, we see huge growth potential beyond this successful launch event.”

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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 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.

Further information:

Mirics, Oakmere, Barley Way, Ancells Business Park, Fleet, Hampshire, GU51 2UT.

Tel: +44 (0) 1252 612888. Website: www.mirics.com

Press information:

Pinnacle Marketing Communications

Andrew Town

Tel: +44 (0) 20 8429 6546.

Email: mirics@pinnaclemarcom.com

Ref: MIR035A

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