



**Mirics strengthens sales channel in Greater China, signing distribution agreement  
with EDOM Technology**

*Semiconductor channel specialist EDOM will support Mirics' continued  
commercial growth in Asia Pacific region*

**Shanghai, P.R.C. - May 11<sup>th</sup>, 2010:** [Mirics](#), developer of FlexiTV™, the world's first commercial software-based global TV receiver, today announces the appointment of EDOM Technology as lead distribution partner in the Greater China region. EDOM is a specialist semiconductor and software distributor, and, through its multiple office locations across China, Taiwan and Hong Kong, will provide local support to Mirics' valued customers and partners in the region.

Vincent Wang, Vice President, Line Card Products, EDOM, commented: "EDOM specializes in supporting companies with highly innovative and competitively differentiated products. Mirics' software-based TV receiver products clearly provide the most competitive solution to addressing cost-effective global standards TV reception. We look forward to working closely with Mirics' local team in Asia, and supporting business growth within Greater China."

"Greater China is a key sales region for Mirics' FlexiTV-based products, so we are very excited to sign this agreement with EDOM, leveraging their highly experienced team to further strengthen our distribution network," said Jay Nunez, Vice President, Worldwide Sales and Marketing, Mirics. He added, "Mirics aims to deliver unparalleled customer and partner support across this region through the combination of best-in-class distribution partners and Mirics' regional sales and technical support staff."

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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 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.

### **About EDOM Technology**

Founded in July 1996, EDOM Technology is a professional IC agent and distributor based in Taiwan, with subsidiaries in China, Singapore, India and Penang of Malaysia. EDOM is a distributor for more than forty fabless IC design companies and software companies who specialize in IC designs and software with advanced technologies. Applications of our distributed products include multimedia, portable, wireline and wireless communications, opto-electronics and consumer electronics, involving both digital and analog fields. For more information, please visit: [www.edom.com.tw](http://www.edom.com.tw).

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### **Ref: MIR030**

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