



**Mirics and Shanghai HDIC deliver high-definition broadcast
TV capability to PC users in China**

*Convenient USB dongle reference design integrates Mirics' FlexiRF tuner
and HDIC's demodulator to receive DTTB broadcast digital TV content*

Sunnyvale, CA., and Shanghai, China October 12th 2009: Mirics Semiconductor and Shanghai High Definition Digital Technology Industrial Company Ltd ("HDIC"), announce the availability of a digital TV reference design targeting the full range of portable and desktop PC devices. The reference design addresses both the standard-definition (SD) and high-definition (HD) transmission modes supported by 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.

The production-ready reference design is available in a USB dongle form factor, and was developed under the strategic partnership between the two companies first announced in June. The design features Mirics' FlexiRF™ chip tuner, HDIC's low power DTTB demodulator, USB interfacing and PC-based application software for audio and video playback. The dongle design enables existing personal computer platforms such as All-in-One (AIO) PCs and portable notebooks and netbooks to support DTTB-based TV reception, enabling PC users to enjoy the benefits of digital TV, and in particular the superior user experience of HD content.

Commenting on the announcement, Dr Joseph Chu, VP APAC, Mirics, said: "Mirics is extremely pleased with the rapid progress made by the two companies in developing a commercial DTTB solution for PCs so soon after the strategic collaboration was first announced. It is a strong validation of the technical and collaborative capabilities of each company." Young Dai, VP, HDIC, added: "This reference design is the first solution targeting PC platforms that supports both single-carrier and multi-carrier digital broadcasts, bringing the capability of a wider range of live TV content in SD and vivid HD to potentially millions of PC users in China and Hong Kong."

Mirics will be demonstrating the announced DTTB reference design at its booth (# CHB04) at the Hong Kong Electronics Fair being held in Hong Kong from October 13th to 16th.

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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).

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