



Skycast and Quincy Digital select Mirics FlexiTV ISDB-T OneSeg receiver

Adoption by leading PC TV accessory providers extends global reach of FlexiTV for netbooks, nettops and low-cost consumer notebooks

Fleet, UK, 10th August, 2009: Mirics Semiconductor has made further strides into the netbook market by adding ISDB-T OneSeg support to its FlexiTV multi-standard PC TV receiver and striking agreements with leading PC TV accessory providers Quincy Digital of Korea and Skycast of Brazil. OneSeg is a valuable addition to the DVB-T, DAB, T-DMB and FM standards already supported, and its widespread adoption in Japan and Brazil makes it a natural means of content delivery for the booming netbook sector.

Selection by Quincy Digital and Skycast extends the global reach of Mirics FlexiTV, and furthers its penetration into both OEM and retail channels. Consumers in Japan, Brazil and other ISDB-T territories will now be able to enjoy TV on-the-move on their new netbook computers and ultra-thin consumer notebooks, with the added bonus of having a software upgradeable device capable of receiving TV in other geographies.

Chris Cytera, Director of Marketing at Mirics, commented: “We are delighted to be working with both Skycast and Quincy Digital as lead customers for our exciting new netbook-centric technology. These companies are innovators with proven track records, and as such are well placed to satisfy the customer base that they know so well.”

Y. Won, CEO of Quincy Digital, said: “We are excited to be working with Mirics to deliver a multimode PC TV product supporting OneSeg and other TV standards. It gives our company an opportunity to offer an innovative consumer product to the very large and gadget-hungry Japanese market, in addition to other important geographies.”

Thiago Henrique, CEO of Skycast, said: “The new ISDB-T network in Brazil needs receivers, and the low cost and great flexibility of the Mirics solution fits our market perfectly. We are looking forward to using FlexiTV to bring TV to mainstream Brazilian consumers on their low-cost netbooks and consumer notebooks.”

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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.

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

About Quincy Digital

Quincy Digital develops digital broadcast receivers for world standard technologies. For more information see <http://quincydigital.com/>

About Skycast

Skycast develops digital TV hardware and software for both signal generation and reception. For more information see <http://www.skycast.com.br/>

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