



CDNSE and Mirics deliver low-cost solution for the Chinese DRM radio market

Fleet, UK & Beijing, China, 3rd September 2007: CDNSE and Mirics have worked together to create volume solution WR608 for the Digital Radio Mondiale (DRM) market, and will demonstrate these solutions with Thomson at IBC - the internationally renowned broadcasting and media exhibition.

The WR608 is a portable multi-function digital radio receiver platform designed for DRM, FM and AM applications. The highly integrated NewStar WR608 platform enables aggressive bill of materials (BOM) cost reduction and rich, exciting features to simplify the design of mobile digital radio products. An integrated NewStar RCSS® engine provides the capability of deploying various kinds of digital radio technologies in one platform. The software-defined RCSS® engine makes implementing multiple digital broadcasting standards in one platform possible.

The Mirics MSI001 poly-band tuner provides the RF for CDNSE's WR608 DRM solutions. With coverage from the low AM frequencies right through to high L-band, the MSI001 allows creation of radios which support DRM along with other radio standards - FM, DAB/DMB or HD-Radio. The MSI001's wide frequency coverage supports FM globally. Even TV standards like T-DMB or DVB-H can be included in products using the MSI001.

Simon Atkinson, CEO of Mirics, commented, "We're delighted to be working with CDNSE on these class-leading products, and look forward to working together for good success in the Chinese and export markets for DRM radio."

Haochun Liu of CDNSE said, "The Mirics MSI001 provides a flexible RF platform for our radio products, and has many features which will empower our advanced product development plans."

In addition to low power and low cost (enabling high volume battery-powered products) benefits, the MSI001 has many features supporting DRM / DAB - including a very fast synthesizer subsystem. This gives more opportunity for power saving, plus the ability to "sniff" other frequencies or standards during DRM or DAB's guard bands - which is ideal for simulcast and other advanced systems.

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About DRM (Digital Radio Mondiale)

DRM is a digital radio standard in the AM bands. This allows digital quality to be broadcast over very long range - making it ideal for broadcasting to large regions, or as an infill service extending the coverage of DAB/HD-Radio systems.

While it is early in DRM's deployment, it looks set to replace AM radio in much of Europe, plus Russia, China, and Africa. It has also received FCC approval for deployment in the US.

About CDNSE

Chengdu NewStar Electronics Company (CDNSE) is located at Chengdu High Tech Zone, is a certified "High Tech Company" by Sichuan Bureau of Science and Technology. NSE focuses on the design and development of multiple-function and advanced cost-performance ratio solutions of communication systems using OFDM technologies. Based on the idea of forward-looking products, advanced technologies and full heart services, all CDNSE's employees wish to work with friends in the world in order to speed the transition from analog audio broadcast to digital audio broadcast using DRM technology.

About Mirics Semiconductor

Mirics Semiconductor Inc. is a start-up RF and mixed signal fabless semiconductor company delivering innovative solutions for the mobile broadcast receiver market segment. Founded in 2004 and based in Hampshire, UK, Mirics has brought together a strong silicon development team with extensive experience in RF technology, wireless/algorithms, IP, silicon delivery and system architecture. Mirics' first commercial product, the MSI001, is the world's first true poly-band tuner and represents the most technologically advanced product of its type.

Mirics was originally backed with Series A funding from Pond Venture Partners,

Europe's largest early-stage technology fund. The company has recently closed a \$12m Series B round securing backing from Intel Capital, the global investment arm of Intel Corporation, Acacia Capital Partners, and further investment from Pond.

Operating in portable and mobile broadcast receivers, a market segment that is conservatively expected to exceed \$1 billion by 2010, Mirics is well positioned to gain an important first mover advantage in this rapidly emerging market segment.

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