



## ***NEWS ANNOUNCEMENT For Immediate Release***

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### **FRESCO MICROCHIP AND ENTROPIC COMMUNICATIONS COLLABORATE TO DELIVER SIGNIFICANT COST SAVINGS FOR NEXT-GENERATION TELEVISIONS**

#### **Partnership to Deliver High-Performance, Low-Cost Hybrid Receiver Solutions**

**TORONTO, Canada, September 10, 2009** – [Fresco Microchip Inc.](#), a developer of leading-edge RF, mixed-signal and digital signal processing integrated circuits (ICs), today announced their partnership with [Entropic Communications, Inc.](#) (Nasdaq: ENTR), a leading provider of silicon and software solutions to enable connected home entertainment. The two companies are collaborating to develop high-performance, low-cost silicon-based hybrid receivers for next-generation televisions.

The four most common features that consumers look for when purchasing a new mainstream television are larger screen size, better picture quality, low price, and a thinner chassis. With this collaboration, Fresco Microchip and Entropic will provide TV manufacturers a solution to meet these challenging consumer demands.

The television receiver is typically housed in a metal enclosure called the RF Tuner Module, or "CAN" tuner as the housing is made of a metal CAN. The RF Tuner Module filters and demodulates the over-the-air (or cable) analog and digital broadcasts to produce signals that can be processed into a picture. Large screens with the best picture quality require exceptional tuning and analog demodulation, and thinner TVs require the elimination of high profile filter components. The low prices that the market

demands can only be achieved through a reduction in the bill of materials and reduced prices of the components themselves.

“Our customers include many of the largest tier one television module manufacturers in the world,” said Mike Gittings, VP of marketing and sales at Fresco Microchip. “The collaboration between Fresco and Entropic will deliver custom reference designs as requested by our customers. By combining the superior performance of [Fresco's FM1150](#) analog demodulator with [Entropic's EN4020](#) silicon tuner, we are delivering a highly integrated solution that offers significant system cost savings and eliminates the traditional tradeoffs associated with discrete tuner and analog demodulator implementations.”

Fresco's FM1150 worldwide legacy [audio/video demodulator](#) and multi-standard digital IF processor is an industry leading solution for next-generation hybrid terrestrial and cable television broadcasts. The FM1150 utilizes the company's innovative architecture to eliminate the need for dozens of external components, SAW filters and amplifiers, thus providing significant cost savings while simplifying designs and delivering high picture quality. This provides a competitive edge for television manufacturers, as price and quality are key market drivers from consumers today. The FM1150 has a flexible architecture that is compatible with both silicon tuners as well as traditional “CAN” tuners, to offer a high performance and compact solution.

Entropic's EN4020 multi-mode silicon tuner supports worldwide standards and offers hybrid functionality in a fully integrated CMOS design. Eliminating the need, cost and footprint of two tuner modules, the EN4020 simplifies design complexity and drastically lowers development costs. When paired with the FM1150 worldwide demodulator and multi-standard digital IF processor, the strengths of both Fresco and Entropic enable faster time to market without compromising on quality.

“The FM1150 and EN4020 complement one another well and address the needs of the hybrid television market. As we enter this partnership, we look forward to working together with Fresco to engage with multiple customers by delivering significant solution cost savings to next-generation television designs,” said Vinay Gokhale, senior vice president marketing and business development for Entropic.

### **About Entropic Communications**

Entropic Communications, Inc. (Nasdaq:ENTR) is a leading fabless semiconductor company that is engineering the future of connected home networking and entertainment by providing next-generation silicon and software technologies to the world's leading Cable, Telco and Satellite service providers, OEM's and consumer electronic manufacturers. As a co-founder of MoCA, multimedia over coax alliance, Entropic pioneered and continues to evolve the way high-definition television-quality video and other multimedia & digital content such as movies, music, games, and photos are brought into and delivered throughout the home. For more information, visit Entropic at [www.entropic.com](http://www.entropic.com).

### **About Fresco Microchip, Inc.**

Fresco Microchip is a fabless semiconductor company focused on leading edge RF, mixed-signal and digital signal processing architectures for consumer markets. Founded in 2004, Fresco Microchip has established a team of technology, sales and marketing veterans in the TV semiconductor industry with strong track records, multiple design patents and long-standing customer relationships with the world's most recognizable and respected consumer electronic brands. The company is headquartered in Toronto, Canada, with design centers in Ottawa, Canada and Irvine, California. For more information visit: [www.frescomicrochip.com](http://www.frescomicrochip.com).

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