



NEWS ANNOUNCEMENT For Immediate Release

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FRESCO MICROCHIP ADVANCES TELEVISION RECEPTION WITH INDUSTRY'S FIRST FULLY INTEGRATED UNIVERSAL LEGACY DEMODULATOR AND DIGITAL IF PROCESSOR

FM1100 Family Improves Picture Quality and Reduces Costs by Eliminating Components

TORONTO, Canada, September 30, 2008 – [Fresco Microchip Inc.](http://www.fresco-microchip.com), a developer of leading edge RF, mixed-signal and digital signal processing integrated circuits (ICs), today announced its breakthrough FM1100 worldwide legacy audio/video demodulator and multi-standard digital IF processor solutions for television broadcast reception.

The global hybrid (analog and digital) receiver market for televisions, DVD-Rs, PVRs, Set Top Boxes, and PC-TV's continues to experience explosive growth while the feature requirements are rapidly changing. Consumers are seeking green platforms to conserve energy and ultra thin flat panel televisions. Additionally, as hybrid terrestrial reception with cable ready capability continues to improve, competitively priced solutions with the best picture quality have become the market drivers.

The new FM1100 family leverages Fresco Microchip's innovative *agileSP*[™] architecture to address these consumer needs. This architecture includes four key technologies, *WAVE*[™], *iSAW*[™], *perfectTUNE*[™], and *smartTUNE*[™] that enhance

consumer TV viewing experience across a broad spectrum of platforms, and enables manufacturers to deliver better quality products with a reduced manufacturing cost.

The low power ultra-small FM1100 devices enable convergence of hybrid terrestrial and cable television broadcast reception globally. Worldwide legacy audio/video demodulation (WAVE) converts standard or non-standard NTSC/PAL/SECAM to high fidelity CVBS and SIF. The FM1100 provides the industry's best adjacent channel rejection for digital IF signals (ATSC, J.83B QAM, DVB-C/T or DMBT/H). Fresco's revolutionary *i*SAW wideband IF processing simplifies CAN tuners found in nearly every television product today by eliminating the need for dozens of passive components, external IF SAW filters and variable-gain amplifiers.

According to Randy Lawson, senior analyst, [Digital TV and Display Electronics](#) of iSuppli Corporation, "There is definitely a need in the market to reduce the complexity of CAN tuners. We believe the television tuner market is ripe for an innovative solution that delivers not only superior quality in a thin form factor, but at a reduced cost. With the new Fresco FM1100 family, Fresco Microchip offers a unique solution that is very well positioned to address this market segment."

The FM1100 family leverages patent pending technology to simplify tuner operation and design. *perfectTUNE* locks in signals without the need to change the tuner center frequency, eliminating the need for automatic and manual fine tuning. Television interference patterns resulting from distortion products and limitations in existing tuner implementations are significantly reduced by Fresco's *smartTUNE* technology. *smartTUNE* delivers improved, ultra-clear picture quality compared to best-of-breed TVs today.

"Fresco's RF, analog and digital system expertise eliminates traditional design boundaries, enabling us to deliver high performance low cost solutions such as the FM1100," said Lance Greggain, CEO of Fresco Microchip.

The first member of the product family is the FM1150. It is encapsulated in a 40-pin 5x5mm QFN package. Key benefits of the new FM1150 include high performance

reception, system component reduction, ultra small foot print, and lower power and cost. Samples are available now to qualified customers.

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.

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