



COMPANY OVERVIEW

Fresco Microchip is a leader in RF, analog and digital semiconductors. The company's products deliver Value Through Innovation™ by offering significantly lower system solution costs at optimal performance. Fresco's patent-pending technology transcends a broad range of consumer devices creating a fundamental paradigm shift in the television market. Widely recognized as one of the fastest growing fabless semiconductor companies, millions of Fresco's chips have shipped worldwide in thousands of TV models made by several leading consumer brands.

HIGHLIGHTS

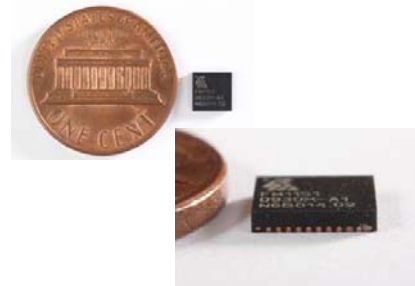
- One of the fastest growing fabless semiconductor companies with millions of Fresco's chips inside thousands of television models made by several leading consumer brands
- Fresco's products are the de-facto industry standard for field-proven picture quality and optimal system cost for the global television market

TECHNOLOGY

By leveraging Fresco's system design expertise in RF, analog and digital signal processing and deep field-experience in analog and digital television, the company has created a game-changing technology that reduces system solution cost with optimal performance. Fresco's technology and its cost and performance advantages are applicable to virtually any radio including television, mobile and wireless applications, paving the way for rapid market growth and long-term product expansion.

AT A GLANCE

- Raised \$49 million US
 - Series A closed July-05
- Patent filings in the US, China, Korea, Europe, and India



COMPANY INFORMATION

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**MARKETS**

According to industry estimates, more than 550 million tuner/demodulators are sold each year across a broad range of consumer electronics including televisions, gaming devices, DVD-R/PVRs, set top boxes, netbooks and personal computers. A significant percentage of these products support hybrid (analog + digital) or analog only broadcasts.

Analog broadcast will continue to play a significant role in many regions for a number of years. In established markets like Europe and the U.S. where the analog off-air shutoff is well underway or complete, consumers continue to need televisions which simultaneously support analog and digital cable reception. Emerging markets like China, India, Taiwan, Russia, Brazil, South-East Asia, and the Middle East are at the early stages of the digital transition, paving the way for explosive growth for hybrid televisions.

Beyond television, mobile handsets, wireless, and other broadband communications offer significant and rapid growth target markets.

PRODUCT

Fresco's field-proven FM1100 product family includes universal analog TV demodulators and multi-standard digital IF processors for global terrestrial and cable TV markets. These devices integrate dozens of discrete components into a single chip fully compatible with all standard and non-standard broadcasts. By applying Fresco's technology, TV manufacturers significantly reduce design costs and streamline production without compromising performance. Capitalizing on its market leadership and engineering expertise in analog and digital television, Fresco has launched a family of silicon TV tuner products that reduce design complexity and system cost. Fresco's silicon tuners leverage an innovative, game-changing architecture that eliminates redundant functionality and components that are also commonly found in the television system-on-chip (SOC).

CUSTOMERS

Thousands of TV models ranging from 22" to 60" flat screens from the world's leading consumer brands, use Fresco's chips in major established and emerging markets including the U.S., Canada, Europe, Brazil, Greater China and several other Asia-Pacific countries.

MANAGEMENT TEAM

Lance Greggain (founder)
President & CEO

Scott Baker (founder)
VP, Engineering and
Operations

Brian Burns
VP, Sales

Mike Gittings
VP, Marketing

Patrick Leung
Chief Financial Officer

Chris Ouslis (founder)
VP, Integrated Circuit
Technology

John Tryhub
VP, Business
Development

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