



NEWS ANNOUNCEMENT For Immediate Release

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Fresco Microchip Launches New Chip for Emerging Television Markets

TCL Tuner Selects FM1062 for Latest Analog TV Tuners

TORONTO, Canada, March 22, 2011 – [Fresco Microchip Inc.](#), a developer of leading edge RF, mixed-signal and digital signal processing integrated circuits (ICs), today announced that Huizhou TCL King High Frequency Electronics Co. Ltd (TCL Tuner) has selected the FM1062 analog demodulator for its new tuner designs targeted for 2011 production. The FM1062 is the latest addition to Fresco's industry-leading [product portfolio](#) optimized for emerging flat panel markets such as China, India, Latin America, Middle East and South-East Asia.

The demand for analog-only television remains strong in emerging markets around the world. Industry experts are forecasting sales growth of analog-only televisions as households slowly replace CRTs with flat panel displays and purchase multiple TVs. In China, the transition to digital television has been gradual with the majority of televisions sold supporting analog-only reception. Superior picture quality and optimal cost are increasingly important factors required to meet the exponential growth in customer demand.

Fresco's technology is the industry-standard for television-grade picture quality and low system solution cost with millions of chips shipping in hundreds of television models worldwide. The FM1062 features Fresco's robust field performance, which is particularly important in challenging conditions common in China.

"Fresco's field-proven portfolio is well-aligned to meet the performance and cost demands of emerging television markets," said Yan Sun, chief engineer, TCL Tuner. "Fresco's FM1062 enabled us to design a robust, high quality and cost-competitive product in a very short time."

By integrating dozens of components into one chip, Fresco simplifies front-end designs, allowing for faster time to market and quick deployment. The FM1062 analog demodulator is fully compatible with video broadcast standards (NTSC, PAL). The chip interfaces directly to MOPLL and silicon-based tuners to generate analog CVBS video with SIF audio without external SAW filters. Analog Network Interface Modules (NIMs) designed with the FM1062 offer superior performance in weak and strong signal conditions, as well as enhanced picture quality.

"We are excited that TCL, a top-tier analog tuner supplier, has selected the FM1062," said Lance Greggain, CEO of Fresco Microchip. "Fresco's latest chip expands our portfolio to address growing flat panel television demand in emerging markets worldwide."

The FM1062 comes in an ultra-low profile 5x5mm package, and is available to qualified customers.

About TCL King High Frequency Electronic Co., Ltd

Huizhou TCL King High Frequency Electronic, Co., Ltd (TCL Tuner), a leading Chinese tuner supplier, was founded in 1987. The company develops and markets television and multimedia tuners for China and other regions around the world. TCL Tuner is a subsidiary of TCL Corporation a leading consumer electronics manufacturer of televisions, DVD players, mobile phones, personal computers, and home appliances. TCL Corporation sells flat panel televisions under the TCL brand, recognized as a top 10 TV manufacturer worldwide.

About Fresco Microchip, Inc.

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. Fresco Microchip's customers include top tier tuner manufacturers who supply leading consumer electronic brands. The company is headquartered in Markham, Canada with design centers in Ottawa, Canada and Irvine, Calif. For more information visit: www.frescomicrochip.com

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