



NEWS ANNOUNCEMENT For Immediate Release

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Fresco Microchip Launches World's Smallest Silicon Tuner for Analog TV

Longsign Selects FM2150 for Next-Generation TV Tuners

TORONTO, Canada, October 18, 2011 – [Fresco Microchip Inc.](#), a developer of leading edge RF, mixed-signal and digital signal processing integrated circuits (ICs), today announced that [Shenzhen Longsign Electronics Co., Ltd.](#) has selected the FM2150 analog silicon tuner for its first silicon-tuner based modules. The FM2150 is Fresco's silicon tuner optimized for worldwide analog television.

"In many markets, demand for analog-only television remains high as the worldwide transition to digital continues well beyond 2015," said Randy Lawson, principal analyst, display and consumer electronics, IHS. "The ability to meet the consumer demand for lower-cost, thinner flat panel sets is key to capturing increased share. TV manufacturers are focused on ways to monetize the significant growth in regions such as Eastern Europe, China, India, the Middle East, and Southeast Asia."

Emerging markets are highly cost-competitive where silicon suppliers are selected on their ability to significantly reduce total solution cost and complexity. Fresco's new silicon tuner leverages an innovative, game-changing architecture that

eliminates redundant functionality found in many silicon tuners and television system-on-chips (SOCs).

“We are pleased to feature Fresco’s FM2150 in our first silicon-tuner based module,” said Ni Jian Hui, CTO, Shenzhen Longsign Electronics Co., Ltd. “Fresco has introduced a unique silicon tuner that is well-aligned with popular next-generation SOC architectures and meets the stringent market requirement for cost-competitive, ultra-thin products.”

Available in an ultra-small 4mm x 4mm QFN package, the FM2150 receives all standard and non-standard analog (NTSC, PAL, SECAM) television signals supporting the complete RF to IF signal path. Existing silicon tuner architectures can be unnecessarily expensive by duplicating analog demodulation and other functions already integrated into many TV back-ends and require expensive external components to meet industry performance requirements. The FM2150 is the industry’s first true RF-only silicon TV tuner to eliminate unnecessary circuits by seamlessly interfacing to these SOC’s to deliver the lowest system solution cost and versatility required for TV tuner module and on-board designs.

“As a top tuner supplier shipping more than 20 million tuners in China and major overseas markets, we are excited that Longsign has selected the FM2150,” said Lance Greggain, CEO of Fresco Microchip. “Fresco’s silicon tuner capitalizes on our incredible success and leadership in television, marking an exciting expansion of our product portfolio.”

About Longsign Electronics Co., Ltd.

Established in 2001, Shenzhen Longsign Electronics Co., Ltd. is a manufacturer specialized in high-frequent components and LCD TV boards. The company’s main items include RF-modulators, tuners, LCD TV A/D boards, which are widely used in color TV, cable TV set-top-box, car audio/video, TV card and other A/V products. For more information please visit: <http://www.longsign.com/en/about.aspx>

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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