



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

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### **LG Innotek Selects Fresco for 2012 Tuner Products**

LGIT Adopts Fresco for Mainstream Tuner Production for a Third Consecutive Year

**TORONTO, Canada, December 20, 2011** – [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 that [LG Innotek](http://www.lg-innotek.com) (LGIT), a global leader in the design and manufacture of TV tuner modules, has selected the FM1151E for its 2012 tuner production.

The FM1151E is the latest addition to Fresco's FM1100 product family, which is the benchmark for picture quality in the TV industry. The chip delivers analog audio/video demodulation (NTSC, PAL, SECAM) and digital IF processing for the global hybrid terrestrial (DVB-T/T2, ATSC, ISDB-T, DTMB) and cable (DVB-C/ITU J.82) television markets. The FM1151E meets the stringent field performance requirements established by previous generation Fresco devices while providing the year-to-year system cost reduction that is required by television component suppliers.

"LG Innotek follows a rigorous component selection process in order to ensure we can build competitive, innovative products for our largest tier-one TV customers," said Gil-sang Park, vice president, LG Innotek. "Fresco's distinct ability to deliver field-proven, lower cost solutions with key performance advantages helps us to achieve our long-term product roadmap. Fresco is a highly valued strategic partner and we are excited to work together again for our new 2012 tuner module designs."

LGIT is widely acknowledged as one of the world's largest tuner suppliers shipping more than 80 million tuners in televisions from leading manufacturers to every major broadcast market including North America, South America, Europe, Middle East, China, India and other parts of Asia. The ability to cost-effectively serve and support a broad number of end markets requires robust, field proven components that enable rapid product standardization in order to address the diverse broadcast conditions around the world and time-to-market objectives.

“As a pioneer in the television industry, LG Innotek continues to drive to new levels of RF tuner innovation and cost reduction,” said Lance Greggain, CEO, president and co-founder of Fresco Microchip. “We are pleased that LGIT has selected Fresco for their latest tuner designs and look forward to close collaboration on next-generation products in the future.”

**About LG Innotek**

Founded in 1970, LG Innotek Co., a subsidiary of LG group, is a global manufacturing leader of electric components and modules for mobile communication, display, network, car electronic, LED and PCB markets. LG Innotek's products include: modules for LCD flat panels, cameras, power applications, television tuners, wireless communications, LED drivers and backlight units.

LG Innotek is headquartered in Seoul Korea, with development, manufacturing and sales offices around the world. The company has achieved vigorous sales growth (US\$4.1b – 2010) through strong power of execution by unfolding strong innovating activities. With the world's largest players including LG Electronics, LG Innotek regards the customer as the highest value.

With a rich background in developing high quality, innovative solutions while anticipating market expectations, LG Innotek is consistently delivering core technology to pioneer the development of next generation products. For more information, please visit the LG Innotek web site: [www.lginnotek.com](http://www.lginnotek.com).

**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. Millions of Fresco's chips have shipped worldwide in thousands of TV models made by several leading consumer brands. For more information visit: [www.frescomicrochip.com](http://www.frescomicrochip.com).

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