



NEWS ANNOUNCEMENT For Immediate Release

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LG INNOTEK ADOPTS FRESCO MICROCHIP'S UNIVERSAL DEMODULATOR

Fresco's Flagship Technology Powers Industry's First Global Hybrid Tuner Modules

TORONTO, Canada, November 18, 2009 – [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), a leading manufacturer of digital media and consumer electronics, has selected Fresco's [universal analog demodulator and digital IF processor](#) IC for its new global hybrid (analog + digital) tuner modules, including the popular TDTJ and TDFR series.

"In 2008, 562 million TV tuners shipped in televisions, set-top-boxes and recorder platforms," said Takayuki Maruhashi, assistant director, Techno Systems Research (TSR). "As a global force in consumer electronics, LG Innotek is the largest tuner module manufacturer in the world."

Integrating Fresco's technology enables LG Innotek to significantly streamline the supply chain by offering a global tuner module for all hybrid markets, no longer requiring multiple tuner modules for each regional market without compromising performance. The tuners support universal analog (NTSC, PAL, SECAM) and multi-standard digital (DVB, ATSC) audio/video for all major hybrid cable and terrestrial television markets.

"By adopting Fresco's innovative chip technology, LG Innotek continues to lead the way in cutting-edge solutions for next-generation televisions," said Gil-sang Park,

vice president, LG Innotek. "In another industry first for LG Innotek, our latest tuner modules provide TV manufacturers with a universal hybrid tuner for all markets."

Fresco's hybrid demodulators are the industry's first single-chip solutions to deliver fully integrated universal legacy audio/video demodulation (NTSC, PAL, SECAM) and multi-standard digital IF processing. The chips set a new benchmark for lowering the system solution cost across the product life cycle from design through production. Using the company's [iSAW](#)[™] technology, the Fresco's ICs eliminate multiple external components, 6/7/8MHz higher-profile SAW filters and several amplifiers.

Fresco's hybrid demodulators elevate the standard for television performance by leveraging the company's innovative *agileSP*[™] architecture to eliminate historical tradeoffs between picture quality (such as color brightness and image sharpness) and immunity to broadcasts from adjacent channels. The chips offer extended smearing and ringing reduction for the highest possible visual clarity. Fresco's technology delivers industry-leading adjacent channel rejection, which enables more robust, improved television reception with greater coverage throughout the home.

"We are excited that LG Innotek has selected our hybrid demodulator," said Lance Greggain, CEO, president and co-founder of Fresco Microchip. "LG Innotek's latest tuners showcase their reputation as a leader for integrating the world's most advanced technology."

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\$2.4b – 2008) 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.

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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