



NEWS ANNOUNCEMENT For Immediate Release

Media Contact:
Bob Menzies
Lages & Associates
(949) 453-8080
bob@lages.com

NUTUNE SHIPS RF TUNER MODULES WITH FRESCO MICROCHIP'S LEGACY DEMOMULATOR ICs

Fresco's FM1100 Family Selected by NuTune for its Superior Video Quality in Handling Legacy Broadcasts

TORONTO, Canada, November 10, 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 [NuTune](http://www.nutune.com), a global leader in RF Tuner Modules for TV and set-top-box applications, is offering tuner module products using the FM1100 family. Fresco's [FM1100 family](#) is a worldwide legacy [audio/video demodulator](#) and multi-standard digital IF processor solution for television broadcast reception. NuTune's tuners are shipping now and include analog only and hybrid (digital + analog) variants.

Over 140 million analog only TVs, VCRs, DVD-Rs ship annually in Asia, South America, Europe, Middle East, and Africa. Many of these regions will not finalize their transition to digital until after 2015. At the same time, CRT TV's are being replaced by flat panel LCDs. NuTune's VE2402 Analog Network Interface Module (NIM) addresses these markets by providing a small form factor and the video quality required for modern flat panel displays. The tuner converts off-air and cable broadcasts to CVBS video and SIF/Mono sound. Inside the module, Fresco's FM1050 demodulates worldwide legacy audio/video (NTSC, PAL, SECAM) for exceptional picture quality.

In addition to the VE2402 Analog NIM, NuTune has adopted Fresco's industry leading FM1150 to enhance the analog video quality of its latest hybrid tuners, the recently unveiled VH368x series. As countries adopt the DVB standard transition to digital, the demand for tuners to receive legacy and digital terrestrial and cable broadcasts is increasing exponentially. NuTune's latest hybrid tuners are well-suited for televisions featuring an ultra-slim chassis and flat screen. NuTune's VH368x series of RF Tuner Front-Ends feature a 7mm height profile well-suited for ultra-thin-profile hybrid televisions. In addition, NuTune's VP268x series offers a drop-in replacement for previous generation solutions, while the VP460x series offers a dual input configuration. These field-proven modules utilize the FM1150 to generate a filtered intermediate frequency (IF) that is compatible with DVB-C, DVB-T and DVB-T2 demodulators and CVBS/SIF for driving commonly used analog decoders.

"NuTune's latest product expansion supports all European TV standards and a wide range of TV platforms," said Lim Kui Yong, director of marketing at NuTune. "Fresco's excellent signal to noise (SNR) and adjacent channel rejection allows us to deliver a product with exceptional video quality for analog broadcasts."

The FM1100 family showcases Fresco's *iSAW*[™] technology which eliminate the need for multiple, expensive high profile SAW filters and dozens of other components, enabling leading tuner manufacturers, like NuTune to significantly simplify RF tuner front-end design and time to market savings. Both the FM1150 and FM1050 offer an unprecedented level of performance and manufacturing versatility.

"As the largest independent tuner manufacturer, NuTune is a highly valued long standing partner," said Lance Greggain, CEO, president, and co-founder of Fresco Microchip. "We are excited to supply the critical technology NuTune requires to offer a wide range of advanced products that consumer electronics manufacturers desire."

About NuTune

NuTune is a joint venture technology company between NXP Semiconductors and Thomson and a global leader in providing RF Tuner Modules and Solutions to the TV and STB market. Headquartered in Singapore and with R&D centers in Singapore

and Germany, NuTune employs over 2000 people all over the world. For more information, please visit www.nutune.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.

###