



NEWS ANNOUNCEMENT For Immediate Release

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FRESCO MICROCHIP'S FM2050 RECEIVER TECHNOLOGY WITH UNMATCHED ANALOG/DIGITAL RECEPTION NOW AVAILABLE IN NUTUNE TUNER

Innovative High Quality Hybrid DVB-T Demodulator Featured in Network Interface Module

TORONTO, Canada, January 7, 2009 – [Fresco Microchip Inc.](http://www.fresco-microchip.com), a developer of leading edge radio frequency (RF), mixed-signal and digital signal processing integrated circuits (ICs), today announced that NuTune, a joint Venture of NXP Semiconductors and Thomson, has selected the FM2050 single chip demodulator for its latest hybrid DVB-T Tuner.

NuTune's NP3661 network interface module (NIM) tuner performs the RF-to-bits and the RF-to-legacy analog audio/video baseband conversion for consumer devices in DVB-T markets. Legacy terrestrial and cable television signals are tuned and demodulated to CVBS/SIF while DVB-T signals are converted to MPEG transport. The NIM simplifies the design process, reduces the size of DVD-R's PC-TV's, televisions, and PVR's, and shortens time-to-market for CE manufacturers while providing the best possible analog and digital reception.

"Until now, the DVB-T hybrid NIM market has been underserved. The few available modules on the market were bulky, power hungry and expensive because of the large number of discrete electronic components required," said Mike Hervey, vice

president of marketing and sales at NuTune. "Fresco's technology vastly simplified the module by eliminating SAW filters, multiple IC's and dozens of passive devices while improving performance."

The FM2050 is a low power single-chip demodulator for high-quality universal analog terrestrial (NTSC/PAL/SECAM), analog cable and DVB-T digital television broadcasts. When combined with a MOPLL chip commonly found in "CAN" tuners, it provides performance unmatched by silicon tuners while meeting the footprint requirements for consumer devices. Fresco's revolutionary *iSAW*[™] wideband IF processing provides the industry's best adjacent channel rejection for digital IF signals and simplifies tuners found in nearly every television product today. Television interference patterns resulting from distortion products and limitations in existing implementations are significantly reduced by Fresco's *smartTUNE*[™] technology. *smartTUNE*[™] delivers ultra clear picture quality compared to best-of-breed TV's today.

"The NP3661 is an ideal solution for consumer electronics companies facing today's business challenges. The global economic slow down requires companies to create smaller, lower cost, higher performance products with fewer engineering man hours," said Lance Greggain, CEO of Fresco Microchip. "We are pleased to help NuTune deliver tuners that enable their customers to gain market share."

Fresco will demonstrate the FM2050 and the NP3661 by appointment during the 2009 Consumer Electronics Show in a hospitality suite at the Las Vegas Hilton Hotel.

About NuTune

NuTune is the new leader in the global tuner market created by a joint venture of NXP Semiconductors and Thomson. Founded in 2008, NuTune is focused on addressing the digital TV, set-top box and emerging markets with RF tuner solutions that continue to set standards for others to follow. The company is headquartered in Singapore, with design centers in Germany, The Netherlands and Singapore, with manufacturing locations in Indonesia and China. NuTune employs over 3,000 people around 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.

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