



FOR IMMEDIATE RELEASE

Contact: Patrick Corcoran

WiMedia Alliance PR

(360) 314-4732

pr@wimedia.org

MEDIA ALERT

WiMedia Alliance to Have Major Representation at IDF 2008

Who: WiMedia Alliance

When: Intel Developer Forum (*IDF*)
August 19-21, 2008

Where: San Francisco, California
Moscone Center West.

What: WiMedia member companies will present a number of applications and platforms for UWB and wireless USB. See below for an overview of what will be demo'd

For more information on the WiMedia Alliance, or to speak with a WiMedia spokesperson, please contact Patrick Corcoran at pr@wimedia.org

About Alereon, Inc.

Alereon, Inc. is a fabless semiconductor company developing high-bandwidth, high performance low-power Certified Wireless USB and WiMedia Ultra Wideband (UWB) chipsets, including the industry's first 3.1–10.6 GHz worldwide solution. Alereon's products are ideal for today's personal computers, laptops and portable products, such as: digital cameras, mp3 players, mobile handsets and smart phones. At Alereon, we want to replace the complex tangle of wires that interconnect today's electronic devices with wireless links.

At IDF

Alereon will demonstrate host and device solutions based on the AL5000 Worldwide Wireless USB Chipset. Alereon's solution operates in WiMedia bandgroups 1, 3, 4 and 6, provide both OEMs and ODMs with a single solution that can meet the regulatory requirements worldwide via software configuration. Alereon's products are certified by the USB-IF and are compliant with both the WiMedia and Certified Wireless USB specifications along with the Windows Premium Logo Program utilizing the Windows Host Controller Interface (WHCI).

About Ellisys

Ellisys is committed to the continued design and development of high quality USB 3.0, USB 1.x/2.0, Wireless USB, WiMedia Ultra Wideband (UWB), and *Bluetooth* protocol



analyzers, generators, and compliance test solutions that streamline technology development and testing processes. The company's products have been proven to save development costs, improve product performance, quality, and reliability, and provide additional competitive advantage by accelerating time to market.

At IDF

Ellisys marketing and engineering staff will display and discuss our protocol test and analysis products for USB 3.0, USB 1.x/2.0, Wireless USB, WiMedia Ultra Wideband (UWB), and *Bluetooth*. Plans include live and static demonstrations of our products with various systems and devices, and an introduction to our new USB 3.0 protocol analyzer.

About LeCroy Corporation

LeCroy Corporation is a worldwide leader in serial data test solutions, creating advanced instruments that drive product innovation by quickly measuring, analyzing, and verifying complex electronic signals. LeCroy's test solutions for WiMedia include the UWBTracer/Trainer protocol verification system. Now upgraded with spool-to-disk capture, the LeCroy analyzers allow users to monitor WiMedia traffic for extended periods.

About Lucidport Technology

LucidPort Technology, Inc., based in Mountain View, California is a fabless semiconductor company developing wireless USB controllers powered by Ultra Wide Band (UWB) technology. LucidPort's controllers add wireless functionality to peripherals like printers, scanners, digital cameras, and hard disks. LucidPort's technologies apply advanced hardware with integrated software to create flexible, high performance, and easy to use wireless products.

At IDF

LucidPort is demonstrating wireless media streaming via wireless USB to a standard television. Browse through the digital pictures and MP3 music stored on a laptop computer with just the TV remote control. Watch high definition movies wirelessly streamed to the TV from the laptop computer. No drivers or setup is needed on the TV - just plug in LucidPort's wireless USB adapter.

About NEC Electronics

NEC Electronics introduced the first certified USB 2.0 wireless host and hub controllers, and continues to be a leading provider worldwide of Wireless USB solutions. With a USB 2.0 product lineup that includes ASSPs and ASICs, the company has shipped more than 150 million units globally. As a core member of the Wireless USB Promoter Group, NEC Electronics has helped to speed the adoption of the Wireless USB specification. For more information, visit:

<http://www.necel.com/cwusb/en/newproducts.html>

At IDF



NEC Electronics America will feature USB-IF certified silicon with a demonstration of its ExpressCard-type host controller (part number uPD720171) that operates with higher bandwidth BG3 technology ranging from 6.3 to 7.6GHz. Showcasing exceptional throughput capability and wireless USB technology, the host controller will interact with NEC Electronics' Wireless USB device wire adapter (DWA) chip (part number uPD720180A) integrated into a Wireless USB hub.

About Realtek

Realtek, one of the world's largest semiconductor design houses, will present at IDF its portfolio of ultra-wideband (UWB) products and reference designs. Realtek's UWB portfolio includes certified WHCI host controller, certified native device and certified UWB Physical layer devices. A comprehensive set of reference designs, using Realtek UWB solutions including single sided HMC and Express card for WHCI and HWA, and Wireless Docking Station, will be demonstrated. Realtek's leading dual band (WiMedia Band Group 1 and 3) UWB radio technology makes these products available worldwide.

At IDF

Realtek will be demonstrating a wireless docking station – 720p video and true isochronous audio streaming, an HWA dongle to Wireless VGA adapter(retail), allowing you to stream 720p video or display static graphics (resolution up to UXGA (1600x1200 pixels) or WSXGA+ (1680x1050 pixels)) between your PC and the display of your choice, and a HWA dongle to 1-port device (USB cable replacement kit) to get rid of USB cable between your PC and your USB peripherals (printers, scanner, HDD, etc.)

About ST-NXP

ST-NXP Wireless is a global leader in semiconductors for wireless communications, offering leading-edge solutions for 2G, 3G, LTE, multimedia, and connectivity. Created from the wireless businesses of STMicroelectronics and NXP, we offer our customers one of the broadest and most complete portfolios of products, solutions and IP for mobile communications. ST-NXP Wireless is 80% owned by STMicroelectronics and 20% owned by NXP and is present in 24 countries worldwide. For more information please visit our website at www.stnwireless.com.

At IDF

ST-NXP Wireless will demonstrate the convenience, ease of use, and mobility brought to products that utilize Wireless USB. In the demonstration, a portable player is associated with a Wireless USB-capable notebook using Near Field Communication (NFC) to establish a Wireless USB link. **Fast** file transfers from the player to the notebook enable music and video files to be played on the notebook from the portable player ... all done with freedom from wires.

Stonestreet One, Inc.

Stonestreet One, Inc. is a leading provider of software and engineering service expertise in short-range wireless communication technologies, including Bluetooth, 802.11, WiMedia-based Ultra-wideband (UWB), and Wireless USB. Stonestreet One is



an Associate Member of the Bluetooth SIG, and a contributing member of the WiMedia Alliance and the USB Implementers Forum.

At IDF

Stonestreet One will showcase its wireless USB software solutions including drivers and management application for Windows XP and Vista as well as for peripherals and other wireless devices. For more information, visit www.stonestreetone.com.

About Synopsys

As the leading provider of connectivity IP (Gartner Dataquest 2007), Synopsys, Inc. delivers the industry's most complete digital, mixed-signal, and verification IP solutions for widely used protocols such as USB, PCI Express*, SATA, Ethernet, and DDR. When combined with a robust IP development methodology, extensive investment in quality, and comprehensive technical support, DesignWare* IP enables designers to accelerate time to market and reduce integration risk.

At IDF

DesignWare IP for Hi-Speed USB On-the-Go and Wireless USB – Booth #803
Join Synopsys to see why so many designers are implementing high quality DesignWare USB IP for a wide range of portable electronics and PC peripherals. See a live demonstration of the DesignWare Hi-Speed USB OTG and Wireless USB Device Controllers functioning as mass storage devices showing wired or wireless data transfers to the target device. Also, take this opportunity to talk to our experts about the latest developments in DesignWare USB IP including USB Link Power Management (LPM) and Hi-Speed Inter-Chip (HSIC).

About WiQuest

WiQuest Communications, Inc. is the leading consumer solutions company designing and developing complete WiMedia-based ultra high speed, ultrawideband (UWB) platforms for Wireless USB applications. WiQuest's complete solution portfolio includes silicon, software and manufacturing designs. WiQuest's world class technology and technical support enable a new class of "off-the-shelf-production" wireless connectivity to PC, digital entertainment, consumer electronics and mobile systems.

At IDF

WiQuest will be demonstrating Wireless USB products from leading PC and PC peripheral companies, based on its technology. WiQuest's complete solution has been selected by the most Tier 1 PC and consumer electronics companies in the industry and is leading the way for UWB with Wireless USB in the commercial arena.

About the Intel Developer Forum (IDF)

Intel Developer Forum (IDF) is where Intel Corporation and the ecosystem come together to share their latest innovations and vision for the future of technology. Spanning the worlds of mobility, digital home, digital enterprise and technology and research, IDF will focus on Intel's directions for the next year and beyond.

About the WiMedia Alliance



The WiMedia Alliance is a not-for-profit open industry association that promotes and enables the rapid adoption, regulation, standardization and multi-vendor interoperability of ultra-wideband (UWB) worldwide. The basis for the industry's first UWB standards (published by Ecma International), WiMedia UWB is optimized for wireless personal-area networks delivering high-speed (480Mbps and beyond), low-power multimedia capabilities for the PC, CE, mobile and automotive market segments. Emphasizing peaceful coexistence with other wireless services, the WiMedia UWB Common Radio Platform is designed to operate with application stacks developed by the Certified Wireless USB Promoter Group, the Bluetooth-SIG and proprietary implementations.

WiMedia board members include Alereon, Inc., Cambridge Silicon Radio, Plc, Intel Corporation, Nokia Corporation, Samsung Electronics Co., Ltd., ST-NXP Wireless, Staccato Communications, Stonestreet One, Wisair Ltd.