



Mixed-Signal Excellence

Mixel's MDDI PHY IP Embedded In QuickLogic's Proven System Block (PSB) targeting Qualcomm-based mobile products

Mixel's MDDI PHY IP targeting the mobile CDMA market joins the previously announced Mixel MIPI D-PHY for the GSM market as part of a display subsystem-oriented PSBs from QuickLogic.

San Jose and Sunnyvale, CA — March 30, 2009 — Mixel Inc., the leader in mobile Mixed-Signal IPs, and QuickLogic® Corporation (NASDAQ: QUIK), the premier supplier of ultra-low power customizable solutions for the mobile market, announced today that the companies have embedded Mixel's MDDI PHY into QuickLogic's MDDI PSB. This PSB, along with QuickLogic's 2nd generation Visual Enhancement Engine (VEE) will be included in the newly announced ArcticLink II VX4 solution platform family. Mixel's MDDI (Mobile Display Digital Interface) PHY IP is a physical layer IP block compliant with the VESA (Video Electronics Standards Association) display interface standard used by Qualcomm's Mobile Station Modem™ (MSM) and forms the high-speed link between the MSM and the display on multimedia phones, Smartphones, Pocketable Computing Devices (PCDs), Mobile Computing Devices (MCDs), Mobile Interface Devices (MIDs) and Netbooks. QuickLogic plans to implement Mixel's MIPI D-PHY IP into a MIPI PSB that will be incorporated in the ArcticLink II VX3 solution platform family.

The Mixel MDDI IP deployed in QuickLogic's MDDI PSB is a high speed serial interface with a low pin count supporting up to WSVGA (1024x600) resolution in a Type 2 MDDI configuration. The Type 2 architecture has two data lanes, each supporting up to 1 Gbps transfers. The Mixel IP is implemented using current mode drivers and is optimized for low power use. The MDDI serial interface is low noise with improved signal reliability especially through the hinge of a clamshell, swivel, or slider on a mobile device. Mixel's PHY IP supports all MDDI architectures, Type 1 to Type 4. Mixel's IP has a small silicon footprint and is available from multiple foundries.



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“QuickLogic’s stringent requirements for low power and small footprint and our focus on mobile applications made Mixel our logical choice for Mixed-signal IP,” said Brian Faith, Vice President of Worldwide Marketing at QuickLogic. “Mixel consistently goes above and beyond the expected, to meet our unique requirements and thus helps further differentiate our products. We are looking forward to a continued partnership with Mixel and their outstanding Engineering team.”

QuickLogic’s VEE PSB is based on the proven iridix® core licensed from Apical Limited. VEE improves the user’s visual experience by adaptively processing each video frame on a pixel-by-pixel basis. VEE also adapts to the effects of ambient lighting on display viewability, giving developers a superior solution to simply boosting display backlight intensity levels for daylight viewing. The result is a dramatic savings in power, with a corresponding battery life extension.

“We are delighted that QuickLogic has again chosen Mixel as their preferred mixed-signal provider for Mobile IP, and are looking forward to a continued partnership between the two companies,” said Ashraf Takla, President and CEO of Mixel, Inc. “QuickLogic is another Mixel customer that has licensed both of Mixel’s MDDI and MIPI IPs to be integrated in the same product family. This trend of market acceptance of both standards further cements Mixel leadership position in the Mobile IP market.”

About Mixel

Mixel is the leader in mixed-signal mobile IPs and offers wide portfolio of high performance mixed-signal connectivity IP solutions. Mixel’s mixed-signal portfolio includes Mobile PHYs (MIPI D-PHY, M-PHY, and MDDI), PHYs and SerDes (suitable for PCI Express, SATA, EPON, XAUI, Fiber Channel, DDR, and LVDS), general purpose Transceivers, and high performance PLL, DLL IP cores. For more information contact Mixel at info@mixel.com or visit www.mixel.com.

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About QuickLogic

QuickLogic Corporation (NASDAQ: QUIK) is the inventor and pioneer of innovative, customizable semiconductor solutions for mobile and portable electronics OEMs and ODMs. These silicon plus software solutions are called Customer Specific Standard Products (CSSPs). CSSPs enable our customers to bring their products to market more quickly and remain in the market longer, with the low power, cost and size demanded by the mobile and portable electronics market. For more information about QuickLogic and CSSPs, visit www.quicklogic.com.

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