Mixel and Graphin Announce a MlPl M-PHY℠ Strategic Partnership

Graphin and Mixel Will Collaborate to Produce a "Golden M-PHY" IC to be Used in Graphin's Evaluation System

San Jose, CA — February 15, 2010 — Mixel® Inc., the leader in mobile mixed-signal Intellectual Property (IP), and Graphin Co., Ltd., a rapidly emerging leader for image sensor evaluation suites, today announced that Graphin™ will license the Mixel M-PHY IP and that the two companies will collaborate to produce a "Golden M-PHY" IC to be used in Graphin's evaluation systems.

Mixel will support Graphin's plans to build an M-PHY evaluation system, and the two companies will collaborate in developing and supporting a vibrant MIPI® ecosystem.

Mixel and Graphin plan to capitalize on their leadership positions in the D-PHY IP and evaluation system markets, respectively, and extend those leadership positions into the M-PHY marketplace, which is now in its infancy.

Mixel is leveraging its Silicon Proven 5Gbps technology used in the MXL-SRDS-4254 to rapidly make the "Golden M-PHY" IC available to Graphin and its other customers.

"We considered many options before choosing Mixel as our M-PHY partner. Mixel's mobile mixed-signal IP leadership and silicon-proven technology were critical factors in our decision." said Kurosawa-san, President of Graphin. "We are confident that this effort will play a key role in accelerating the adoption of MIPI as the next generation mobile interface, and will help Graphin and Mixel to further cement our leadership positions," he added.

"We are delighted that Graphin, the premier image sensor evaluation company, has chosen Mixel as its M-PHY partner. We are looking forward to working closely with Graphin to provide our end customers with the best possible MIPI PHY and evaluation solutions," said Ashraf Takla, President and CEO of Mixel. "A unique attribute of the MIPI M-PHY standard is the many options that it supports. In most of the target applications, power, area, and total cost are all parameters of paramount importance. The M-PHY standard allows for many options that enable an optimized, shrink-wrapped solution for many different applications by using the right mix of options. The permutations are huge, and a one size fits all approach will not do. This kind of market place plays to Mixel's strengths, namely being able to provide silicon-proven yet customizable, high quality differentiated IP at reasonable cost," he added.

For more information regarding the partnership, please visit us at the MIPI Alliance Zone **at the 2010 Mobile World Congress, Hall 2, Stand 2H41**

About Graphin

Graphin Co., Ltd., a rapidly emerging leader in evaluation suites for image sensors, designs and develops image input boards, evaluation systems for image sensor products, and digital input/output boards that support industrial cameras. The company's MIPI based product series of evaluation systems for images generated from CMOS image sensors (CIS) IGPiratesI, is fully compliant with the four-lane MIPI CSI-2 standard.

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 PHYs and SerDes (suitable for PCI Express, SATA, EPON, XAUI, Fiber Channel, DDR, and LVDS), Mobile PHYs (MIPI® D-PHY, M-PHY^{SM}, and MDDI), general purpose Transceivers, and high performance PLL and DLL IP cores. For more information contact Mixel at info@mixel.com or visit www.mixel.com.

About The MIPI Alliance

The Mobile Industry Processor Interface (MIPI®) Alliance is an open membership organization that includes leading companies in the mobile industry that share the objective of defining and promoting specifications for interfaces in mobile terminals. MIPI Specifications establish standards for hardware and software interfaces typically found in mobile terminals. By defining such standards and encouraging their adoption throughout the industry value chain, the MIPI Alliance intends to reduce fragmentation and improve interoperability among system components, benefiting the entire mobile industry.

For more information contact:

Mixel	Graphin
Wafa Hannaoui	Yoshihiro Sugiyama
Sales and marketing	Sales Department
Phone: (408) 408 942-9300 X140	Phone: +81-3-5493-1211
Email: marketing@mixel.com	Email: sales@g-in.co.jp
URL: www.mixel.com.	URL: www.g-in.co.jp/english/index.html