



Mixed-Signal Excellence

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## **Mixel's SerDes IP Licensed by Viimagic, a Thomson Spin-Off**

*Mixel LVDS SerDes IP is Used in Viimagic's High-End CMOS Sensors*

**San Jose, CA — May 11, 2010** — [Mixel](#)® Inc., a leading provider of mixed-signal intellectual property (IP), announced today that Viimagic GmbH, a Thomson spin-off, has licensed Mixel's LVDS Serializer IP. The IP was successfully integrated by Viimagic, which continues high-tech development of high definition CMOS image sensors from Thomson, now Technicolor, a multi-billion dollar global corporation and entertainment technology innovator. The LVDS Serializer is a high-performance source synchronous programmable LVDS quad serializer with an aggregate bandwidth of 5Gbps. A key IP for the future product line of Viimagic's next generation CMOS HD Video sensors, the MXL-DS-LVDS-4CH468 integrates a programmable frequency synthesis PLL, a clock channel, and four data channels. Each of the data channels incorporates a programmable serializer and LVDS transmitter, running at 1.25Gbps.

“After considering all our options, it was clear that Mixel provided the most compelling LVDS SerDes solution, combining low power, programmability and low risk” said Rainer Schweer, CEO of Viimagic GmbH, formerly Thomson's general manager responsible for the Camera Image Sensor (CIS) activity in Thomson's semiconductor business. “From the evaluation board that Mixel provided for our pre-silicon evaluation, the SerDes subsystem architectural recommendations, on-time GDS delivery, first-silicon success, and the comprehensive post-silicon IP characterization, to the outstanding support that Mixel has provided to us, working with Mixel has been a delightful experience. We look forward to continued cooperation with Mixel,” he added.

“We are glad that Viimagic, a Thomson spin-off, has chosen Mixel to meet their SerDes IP requirements. Mixel is committed to supporting Viimagic's highly differentiated, innovative, and professional quality CMOS sensor products, and we are looking forward to continued collaboration with Viimagic.” said Ashraf Takla, President and CEO of Mixel, Inc.

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### **Mixel, Inc.**

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### **About Mixel**

Mixel is the leading provider of mixed-signal mobile IP and offers wide portfolio of high performance mixed-signal connectivity IP solutions. Mixel's mixed-signal portfolio includes Mobile PHYs (MIPI<sup>®</sup> D-PHY<sup>™</sup>, M-PHY<sup>SM</sup>, and MDDI), PHYs and SerDes (suitable for PCI Express<sup>®</sup>, 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](mailto:info@mixel.com) or visit [www.mixel.com](http://www.mixel.com).

### **About Viimagic**

Viimagic, a Thomson spin-off, is a new entrant to the fast growing High Performance, High Definition CMOS Imager market. The company acquired the CMOS Imager activity of Thomson supplying the Broadcast Camera Market with CMOS Imager innovations. It has further expanded into industrial vision, medical and surveillance markets which are at an accelerating pace adopting HDTV based systems in many applications. For more information, contact Viimagic at [info@viimagic.com](mailto:info@viimagic.com) or visit [www.viimagic.com](http://www.viimagic.com).

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