



Mixed-Signal Excellence

ROHM First to market with Mixel's Unified MIPI/MDDI PHY IP solution in its Mobile Display Driver Chip

Mixel to showcase end product at the MIPI® Alliance meeting in Athens, Greece

San Jose, CA — September 27, 2010 — Mixel® Inc., the leading provider of mixed-signal mobile intellectual property (IP), announced today that ROHM Co., Ltd, a multi-billion dollar Global company, and a leader in mobile phone semiconductor devices, has licensed and integrated Mixel's Unified [MIPI/MDDI PHY](#) IP, the first and only available, unified MIPI/MDDI PHY IP solution.

The IP is a high-performance source synchronous PHY supporting both the MIPI® Alliance [D-PHY](#) revision 1.0 of the MIPI Specification, and revision 1.2 of the MDDI standard. "We are delighted that Mixel IP is proving to be a first-time success on both the MIPI and MDDI fronts, even though this is a new, high-performance, complex IP" said Keitaro Ado, Manager of the Display Driver Development Team of ROHM Japan. "Mixel did not only characterize the IP after integration in our silicon, but also accommodated our request to train our engineers so that we can do our own testing. This is proving to be extremely valuable as we go through product qualification. Mixel, time and again, went the extra mile to provide ROHM a differentiated product and outstanding support. Mixel's leadership in the Mobile PHY market is an important asset for our future product lineup," he added. This successful collaboration between ROHM and Mixel spanned three continents, three different design teams, and the port was completed in record time.

"We are fortunate that ROHM has repeatedly chosen Mixel to supply high-performance mixed-signal IP solutions, and proud to have ROHM join our growing list of MIPI/MDDI PHY IP Licensees. This IP enables our customer to have both MIPI and MDDI capability on the same IC, while minimizing chip area, number of package pins, and number of flex-foil leads, all at minimal cost and reduced time-to-volume" said Ashraf Takla, President and CEO of Mixel, Inc.. "Our customers love the flexibility that this IP provides," he added.

Mixel will be showcasing ROHM's end product using Mixel's Unified MIPI/MDDI PHY solution during the Demonstration session of the MIPI Alliance face-to-face meeting this week in Athens, Greece.

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P. 1 of 2



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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[®] 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.

About MIPI Alliance

MIPI Alliance is a global, collaborative organization comprised of companies that span the mobile ecosystem and are committed to defining and promoting interface specifications for mobile devices. MIPI Specifications establish standards for hardware and software interfaces which drive new technology and enable faster deployment of new features and services.

MIPI[®] Alliance is a registered mark of MIPI Alliance, Inc.

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