



Mixed-Signal Excellence

Mixel's Interface Technology Deployed in the World's FIRST Wide Viewing Glasses-free 3D Laptop

Mixel's SerDes IP is at the core of world's first 3D video for laptops

San Jose, CA — December 14, 2011—[Mixel](#), the leader in mobile mixed-signal intellectual property (IP), announced today that [SuperD](#), a leader in Glasses-free 3D solution technologies, employs Mixel [Serializer](#) and [De-Serializer](#) (SerDes) Technology to bring the world's first wide viewing glasses-free 3D video to laptop consumers. Mixel's [MXL-SR-LVDS-4CH Serializer](#) and [MXL-DS-LVDS-4CH De-Serializer](#) IP provide the physical layer for SuperD's market leading Glasses-free 3D image processing chip. [SuperD](#) was able to license the [Mixel IP](#), achieve 1st time silicon success, transfer its product, incorporating the Mixel IP, to production, commercialize the technology, and achieve a design win, in the world's first Glasses-free 3D Laptop, namely [Toshiba's Qosmio](#) line of products, all in record time.

"This is a perfect example of the outstanding results that the supply chain can achieve when best-in-class partners combine their core competencies to deploy a truly innovative technology, commercialize it in record time, and achieve first time technical and commercial success," said Ashraf Takla, [Mixel](#) President and CEO. "Mixel's leadership in mobile PHY such as [LVDS](#) and [MIPI](#) provide our customers with a one stop shop for all related IP, which our customers use to rapidly deploy their products and capture a piece of the exploding mobile market"

The Mixel [LVDS](#) SerDes is a high-performance 4-channel IP, supporting up to 1.25 Gbps/channel, thus providing 5Gbps aggregate bandwidth. Mixel's LVDS SerDes IP is designed to support high-speed low-power applications such as SuperD's Glasses-free 3D graphics chipset. SuperD's 3D product achieved 1st pass silicon success in record time, extending Mixel's leadership in high-performance mobile [PHYs](#), including [LVDS](#), [MDDI](#), and [MIPI](#) IP.

"By combining [Mixel's](#) differentiated SerDes technology, [SuperD](#) was able to deploy its ground breaking 3D technology to end customers with such an innovative product solution in record time.", said Silent Liu, SuperD's VP of Engineering. "Mixel provided us with prompt and exceptional support though all phases of the project, from pre-sale, integration, pre-silicon verification, silicon evaluation, and finally through transfer to production", he added.

[Mixel](#) will be demonstrating the SerDes IP, integrated into the final 3D product at [DesignCon 2012](#), January 31st to February 1st, at the Santa Clara Convention Center.



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About Mixel®:

Mixel is the leader in mixed-signal mobile IPs and offers a wide portfolio of high-performance mixed-signal connectivity IP solutions. Mixel's mixed-signal portfolio includes PHYs and SerDes, such as Mobile PHYs ([MIPI® D-PHY](#), [M-PHYSM](#), DigRF, and [MDDI](#), and [LVDS](#)), 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 SuperD:

SuperD is a company focused on the research and development of comprehensive glasses-free 3D technology solutions. Encompassing the solution is the combination of several different technology disciplines including optical design, image and graphic processing, IC design, software application, and mass production process design. SuperD 3D solution is the first to achieve a no-glasses 3D viewing experience that does not compromise user behavior by enabling 2D and 3D viewing simultaneously, offers no deficiencies in viewing angles, and the ability to enhance 3D content for interactivity applications.

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