

Nufront and YYG, Both Pacific Rim Companies, Go to Production with Multiple Mixel MIPI Solutions

Mixel Continues to Gain Market Share with Global Customers Deploying its MIPI Solutions

San Jose, CA – July 23^d, 2013 - [Mixel](#)[®], the leader in mobile mixed-signal intellectual property (IP), announced today that both [Nufront](#), a leader in Chinese mobile communication and computing, and Shenzhen Yunyinggu Technology Co. Ltd. (YYG), an innovative Chinese high-tech company with focus on next-generation display technology, have both licensed multiple [Mixel MIPI[®] IP](#), successfully incorporated the IP into their products, and are at various stages of high volume production.

Mixel provided Nufront with MIPI DigRF Transceivers in both 65nm and 40nm process nodes. Nufront achieved first time success with both silicon and has gone into production at both nodes.

“We selected Mixel because of their proven-track record in the MIPI market-place and their silicon-proven technology,” said Min Luo, Nufront’s Director of IC Development. “Achieving first-silicon success at multiple nodes enabled us to rapidly move to production, and have our product designed-in by multiple Nufront customers. The close partnership we have developed with Mixel has proven to be an asset to Nufront as we port our products to multiple foundries.”

YYG first Licensed Mixel’s MIPI [D-PHY](#) in 130nm and is now transferring its innovative MIPI DSI solution to production. YYG is now moving forward with its second-generation product at 65nm. Both products employ five MIPI IP from Mixel, namely [D-PHY TX](#), [D-PHY RX](#), [MIPI PLL](#), [DSI TX controller](#), and [DSI RX controller](#). While YYG is licensing all 5 IP from Mixel as a complete MIPI solution, the two controller IPs were developed by [Northwest Logic](#), an active participant in [Mixel’s MIPI Central Ecosystem Partnership Program](#), which brings together best-of-class MIPI ecosystem stakeholders.

“Mixel has provided us with an outstanding support on our first generation product, and they were able to rapidly deliver their MIPI solution to meet our tight time-to-market requirements,” said Yan Lin, YYG’s VP of Engineering. “Because of this exceptional support on our first product, we decided to work with Mixel again on our second generation product, this time at a

more advanced node, and a different foundry. We are delighted that Mixel and NWL have been able to customize their IP with added features that will help us differentiate our display solution and win a larger share of our target market.”

“We are glad to see Mixel expanding its share in the Pacific Rim, a very dynamic region for MIPI adoption, and that many of our existing customers are demonstrating their loyalty to the Mixel brand by choosing Mixel time and again,” said Ashraf Takla, [Mixel](#) President and CEO. “We are also delighted that our methodology of continuous improvement of our existing IP, such as size and power reduction and feature differentiation, much of it in collaboration with our customers and partners, are bringing back value to the whole MIPI ecosystem.”

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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](#), 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 Northwest Logic

[Northwest Logic](#), founded in 1995 and located in Beaverton, Oregon, provides high-performance, silicon-proven, easy-to-use IP cores including high-performance [Memory Interface Solution](#) (DDR4/3/2, LPDDR3/2/1, RLD RAM 3/II), [Expresso Solution](#) (PCI Express 3.0/2.1/1.1 cores and drivers including DMA support), and [MIPI Solution](#) (CSI-2, DSI). These solutions support a full range of platforms including ASICs, Structured ASICs and FPGAs. For additional information, visit www.nwlogic.com or contact info@nwlogic.com.

About Nufront:

Nufront is a Chinese high-tech company focus on mobile communication and computing. It provides total solutions for mobile phone and tablet including application processor based on ARM Cortex A9 dual core, and GSM/WCDMA dual mode baseband processor. For more information, please contact min.luo@nufront.com or visit [Nufront's website](#).

About YYG:

YYG is a Chinese high-tech company focus on innovative display technology. It provides color rendering solution to enhance display resolution and color representation while keeping low power consumption and low cost. YYG's technology can be used for various display including LCD and OLED, ranging from small size for mobile phone to large size for TV. For more information, please contact yan.lin@yunyinggu.com

About The MIPI Alliance

MIPI (MIPI®) Alliance is a global, collaborative organization comprised of companies spanning the mobile ecosystem that 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 across the mobile ecosystem. For more information, go to www.mipi.org.

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