GEO Deploys Mixel MIPI solution in its Geometric Processing IC for Ultra-Wide Angle Cameras

GEO product supports automotive, surveillance, and cloud cameras

San Jose, CA – October 1st, 2013 - Mixel®, the leader in mobile mixed-signal intellectual property (IP), announced today that GEO Semiconductor Inc. (GEO), a semiconductor and software company specializing in camera and projection solutions, and inventor of the eWARP® geometric processing technology, has licensed multiple Mixel MIPI® IP, successfully incorporated the IP into its innovative product, and is moving forward to volume production.

Mixel provided GEO with MIPI D-PHY solution in 40nm process node, and GEO achieved first time success with its recently announced product. GEO deployed a compete MIPI solution comprised of 5 IP products from Mixel, namely: D-PHY TX, D-PHY RX, MIPI PLL, CSI TX controller, and CSI RX controller. 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 IP metrics and their leadership in MIPI IP were keys to selecting Mixel as our MIPI IP provider," said Mike Hopton, GEO's VP Operations & GM Toronto. "The Mixel team has consistently demonstrated their dedication to our success by going the extra mile every step of the way. We are looking forward to continued collaboration with Mixel."

"We are delighted to see that Mixel MIPI IP are being integrated into exciting new products such as GEO's innovative product supporting automotive, surveillance, and cloud cameras," said Ashraf Takla, Mixel"s President and CEO. "The traction that MIPI is gaining outside the traditional mobile market bodes well for both MIPI and Mixel."

GEO has access to multiple versions of Mixel MIPI IP through its direct licensing of the IP from Mixel and through the acquisition of a Digital Video Processing Business unit that has already acquired the Mixel MIPI solution independently. This gives GEO multiple MIPI PHY options that it can integrate into its product line, which is a testament to the wide adoption of the Mixel MIPI IP cores, and the large market share that Mixel commands.

Mixel will be demonstrating many of its own and its customers' products in the TSMC 2013 Open Innovation Platform® Ecosystem Forum, October 1st, San Jose Convention Center, and the MIPI Alliance face-to-face all-member meeting in Toronto, October 7th - 11th, which will coincide with the MIPI Alliance's celebration of its 10th Anniversary.

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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, RLDRAM 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 GEO:

GEO Semiconductor Inc. is a semiconductor and software company based in Silicon Valley and inventor of the eWARP® geometric processing technology. GEO provides innovative geometric processing, image signal processing and video compression solutions to address a wide variety of camera and projection products. These products include automotive cameras, heads-up displays, security IP camera, smartphone peripherals, projectors and consumer cloud cameras. GEO has operations in San Jose, Toronto, Orlando, Cambridge UK, and Bangalore, and sales channels around the world. For more information about GEO, please visit www.geosemi.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.