



GEO Deploys Mixel's MIPI Solution in the World's First Edge Based Automotive Smart Viewing Camera Processor

GEO Product Delivers Computer Vision to a Broader Class of Vehicles

San Jose, CA – September 27th, 2018 - [Mixel](#)[®], a leader in mixed-signal intellectual property (IP), announced today that GEO Semiconductor, Inc. (“GEO”), the market leader in camera video processors (CVP) for automotive viewing cameras, has licensed the [Mixel MIPI](#)[®] IP, incorporating it into the GW5 product family and achieved first-time silicon success.

GEO announced at this year’s CES their GW5 product, which included Mixel’s MIPI [D-PHY](#)SM solution in a 28nm process node. The [GW5 product](#) deploys a complete MIPI solution comprised of four IP products from Mixel, namely: [MIPI D-PHY RX](#), [MIPI D-PHY TX](#), [MIPI PLL](#) and a MIPI CSI-2SM TX Controller. The CSI-2 Controller IP was developed by [Northwest Logic](#), an active participant in [Mixel’s MIPI Central Ecosystem Partnership Program](#), which brings together best-of-class MIPI ecosystem stakeholders.

“After extensive evaluation of competitive MIPI D-PHY solutions at 28nm, GEO decided to use the Mixel MIPI solution, because of Mixel’s excellent IP metrics and the great experience we have had with Mixel at 40nm.” said Kent Goodin, GEO’s VP Engineering. “The support Mixel provided throughout the engagement was outstanding. We are looking forward to continuing a successful partnership with Mixel in our next generation of products.”

Mixel’s MIPI PHY IPs have been silicon-proven at eight different nodes and eight foundries, giving Mixel has the widest coverage in the industry.

“We are delighted to see that Mixel’s MIPI IPs are being integrated into more exciting new products targeting automotive applications, a key focus for Mixel and the MIPI Alliance,” said Ashraf Takla, Mixel’s President and CEO. “GEO, a Mixel repeat customer, is one of Mixel’s many loyal automotive customers that are achieving fist-time silicon success with the Mixel MIPI IP.”

This is the third time that GEO has successfully integrated the Mixel MIPI IP cores in GEO flagship ICs, with the [first time](#) being GEO’s 40nm GW3 product line in 2013.

Mixel will be demonstrating many of its own and its customers' products, including that of GEO, at the [MIPI DevCon Seoul](#), October 19th, in Seoul.

For more information contact:

Mixel, Inc.

Nadia Takla
(408) 436-8500 x105
marketing@mixel.com
www.mixel.com

Northwest Logic

Joe Rodriguez
(503) 533-5800 x310
info@nwlogic.com
www.nwlogic.com

GEO Semiconductor, Inc.

John Casey
VP of Marketing
john.casey@geosemi.com

About Mixel®:

Mixel is a leading provider of mixed-signal 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 [MIPI D-PHY](#), [MIPI M-PHY](#)[®], [MIPI C-PHY](#)SM, [LVDS](#).and many [dual mode PHY](#) supporting multiple standards. Mixel was founded in 1998 and is headquartered in San Jose, CA, with global operation to support a worldwide customer base. For more information, contact Mixel at info@mixel.com or visit www.mixel.com. You can also follow us via [LinkedIn](#), [Twitter](#), [Google+](#) or [YouTube](#).

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](#) (HBM2, GDDR6, DDR4/3, LPDDR4), [Expresso Solution](#) (PCI Express 4.0/3.0/2.1/1.1 cores and drivers including DMA support), and [MIPI Solution](#) (MIPI CSI-2SM, MIPI DSI-2/DSISM). These solutions support a full range of platforms including ASICs and FPGAs. For additional information, visit www.nwlogic.com or contact info@nwlogic.com.



About GEO:

GEO Semiconductor (GEO) is an industry leader in delivering programmable camera video processors to the rapidly growing automotive and consumer camera markets. GEO products feature unique eWARP® geometric processing technology, image signal processing, and video compression solutions backed by over 100 patents. GEO's core markets include automotive cameras and head-up displays, consumer cloud / IoT cameras, surveillance cameras, video communication, and the video projection markets. GEO is headquartered in San Jose, California with offices in Bangalore (India), and Toronto (Canada), and sales channels around the world. Visit www.geosemi.com or contact sales@geosemi.com

About the MIPI Alliance:

MIPI Alliance (MIPI) develops interface specifications for mobile and mobile-influenced industries. There is at least one MIPI specification in every smartphone manufactured today. Founded in 2003, the organization is celebrating its 15th year of moving mobile forward with over 300 member companies worldwide and 14 active working groups delivering specifications within the mobile ecosystem. Members of the organization include handset manufacturers, device OEMs, software providers, semiconductor companies, application processor developers, IP tool providers, test and test equipment companies, as well as camera, tablet and laptop manufacturers. For more information, please visit www.mipi.org

MIPI® and MIPI M-PHY® are registered trademarks owned by MIPI Alliance. MIPI C-PHY™, MIPI D-PHY™, MIPI CSI™, MIPI CSI-2™ and MIPI DSI™ are service marks of MIPI Alliance.

Mixel® and the Mixel logo are registered trademarks of Mixel, Inc.