



Mixed-Signal Excellence

Mixel Spearheads a MIPI Alliance Ecosystem Partnership

Partnership of Trusted Members to Support Accelerating MIPI adoption

San Jose — April 20th, 2011-Mixel[®], the leader in mobile mixed-signal IP announced today a MIPI[®] Alliance ecosystem partnership including representatives of all MIPI stakeholder groups, such as MIPI IP, both analog and digital, Verification IP (VIP), suppliers of measurement equipment, MIPI measurement service providers, and MIPI production test equipment manufacturers.

Mixel is in the unique position of being the first mixed-signal IP provider to have its MIPI PHY silicon-proven, while at the center of a robust and vibrant MIPI ecosystem that it actively supports and contributes to.

The founding members of this partnership are:

- Mixed-signal IP vendor: [Mixel, Inc.](#)
- Digital IP vendor: [Northwest Logic](#)
- Verification IP vendor: [SmartDV Technologies](#)
- Test Equipment Manufacturers: [Agilent Technologies](#), [LeCroy](#), [Tektronix](#), Inc., and [The Moving Pixel Company](#)
- Test Service Providers: [UNH-IOL](#), [Granite River Labs](#)

Production Test manufacturers: [DFT Microsystems](#), [Graphin CO, LTD.](#)

The partnership is open to all high quality product suppliers committed to rapid and successful deployment of the MIPI infrastructure.

Mixel, being a leading MIPI IP provider, is one of the first stops for potential MIPI adopters that are considering incorporating MIPI capability into their next generation products. Before making that decision and in evaluating the need to join the [MIPI[®] Alliance](#), such customers need a substantial amount of support. The close and deep partnership that Mixel has developed with its MIPI ecosystem partners spanning the complete spectrum of product development, provide the potential MIPI customers with one stop shopping for MIPI product development.

“The adoption of the MIPI specification is rapidly accelerating,” said Joel Huloux, Chairman of the MIPI Alliance. “We are delighted that Mixel continues to play a leadership position in supporting the MIPI ecosystem. A robust ecosystem is a prerequisite for the wide adoption that MIPI enjoys today,” he added.

“No single vendor can provide all the products and services that our MIPI customers require,” said Ashraf Takla, President and CEO of Mixel, Inc. “Mixel has worked tirelessly to develop deep partnerships with the ecosystem members we announce today, some maturing over many years. These partnerships

Mixel, Inc.

4423 Fortran Court, Suite 170, San Jose, CA 95134

Ph.: (408) 942-9300, Fax: (408) 942-9700

www.mixel.com



Mixed-Signal Excellence

not only enable us to provide our MIPI customers with a complete solution, but also serve as a bridge between customers and a reliable MIPI infrastructure that is made of reputable and trustworthy vendors. This in turn enables our customers to move through the MIPI supply chain effortlessly, with confidence, and achieve successful MIPI deployment in record time,” he added.

Mixel has dedicated an area on its web site, dubbed “[MIPI Central](#)” that has valuable information about MIPI products, services, literature, and links to members of the MIPI ecosystem that are part of this partnership.

ChipStart, a trusted leader in IP Subsystem development and integration will be hosting a MIPI related Webinar in conjunction with a number of the partnership members on May 10th at 9:00am (PDT/GMT-8). Please [register here](#).

About Mixel

Mixel is a leading provider of differentiated mixed-signal IP cores to the semiconductor and electronics industries, with a particular focus on low-power mobile applications. Our silicon-proven IP cores utilize a Legorithmic™ approach and are highly configurable for a wide range of applications. Mixel’s mixed-signal IP portfolio includes high-performance PHY, SerDes, Transceivers, PLLs, DLLs, and analog building blocks, which are used in mobile applications, such as MIPI and MDDI, networking, and storage. 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.

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

©2010 Mixel Corporation. All rights reserved.

Mixel and the Mixel logo are trademarks of Mixel. Other trademarks are the property of their respective companies

For more information contact:

Wafa Hannaoui

Mixel, Inc.

(408) 942-9300 X140

marketing@mixel.com

Mixel, Inc.

4423 Fortran Court, Suite 170, San Jose, CA 95134

Ph.: (408) 942-9300, Fax: (408) 942-9700

www.mixel.com