

Editorial Contacts:

Kelly Poffenberger or Carolyn Fromm
Weber Shandwick
949-724-1263
kpoffenberger@webershandwick.com or
cfromm@webershandwick.com

Newport Media Samples World's Lowest-Power Mobile Digital TV Receiver

Breakthrough DVB-H Solution Delivers Superior Performance While Cutting Power, Size, and Cost

LAKE FOREST, Calif. Sept. 5, 2006 – Newport Media, an innovative fabless semiconductor company supplying products to the mobile broadcast media market, today announced that it has begun customer sampling of its Sundance *H* semiconductor and software solution for Digital Video Broadcasting-Handhelds (DVB-H) and high mobility Digital Video Broadcasting-Terrestrial (DVB-T) applications. The Sundance *H* solution will enable wireless handsets and mobile digital TV players with dramatically increased viewing time while simultaneously improving key performance metrics like sensitivity, channel switching time and interference immunity.

“We are extremely encouraged by the response to our engineering samples, and are particularly pleased with the speed which our customers have been able to verify the many performance advantages we have over the competition,” said Mohy Abdelgany, president and chief executive officer of Newport Media. “The considerable upfront work we did to insure a smooth evaluation process has carried forward to the terminal design phase and we expect to see compelling Sundance *H* based products from leading handset manufacturers very soon.”

The Sundance *H* system solution combines a quad-band, direct-conversion radio tuner, DVB-H demodulator and all memory required to receive up to eight simultaneous channels. Implemented using low-cost complementary metal-oxide semiconductor (.13 μ CMOS) process technology, it has an extremely low 3.0 dB noise figure, which translates into extended coverage area with improved quality. Sundance *H* features the industry's lowest power consumption at 20mW, which is especially notable given the product's 10dB advantage in system linearity compared to the nearest competitor. The Sundance *H*

Newport Media Samples World's Lowest-Power Mobile Digital TV Receiver

also features 55dB of adjacent channel rejection and 110Hz Doppler frequency performance in 8K mode. Unlike competing solutions, Newport Media's Sundance *H* has an extremely low external bill-of-material count with no need for external memory, baluns or loop filters.

Newport Media's Sundance *H* solution is the first of several Sundance Series products targeting the rapidly growing mobile digital TV market. "More than 500 million broadcast mobile TV-enabled handsets will ship by the end of 2011, and the majority of them will be able to receive DVB-H," said Stephen Froehlich of the market analysis firm IMS Research, located in Wellingborough, U.K.

In addition to DVB-H, the Sundance Series of mobile digital TV solutions address other popular air interface standards such as Terrestrial Digital Multimedia Broadcasting (T-DMB), Integrated Services Digital Broadcasting-Terrestrial (ISDB-T) and MediaFLO.

Sundance *H* samples are accompanied by a comprehensive reference design which includes control driver software, diagnostic test bench software, digital video player interface, user's manual, test data and documentation. Newport Media's Sundance *H* solution is available now in sample quantities and will be demonstrated at the IBC 2006 Mobile Zone (Booth M221) in Amsterdam, The Netherlands, Sept. 8 -12, 2006.

About Newport Media, Inc.

Newport Media is a fabless semiconductor company that develops and sells highly integrated solutions for emerging digital audio and mobile TV broadcast standards. Newport Media has assembled a management and development team with comprehensive system semiconductor experience in wireless handset and digital set-top box industries. Newport Media's development team leverages its collective experience in these converging industries to develop broadcast multimedia architectures and IC implementations with unprecedented performance, power consumption, size and cost. For more information, visit www.newportmediainc.com.

Newport Media is a trademark of Newport Media, Inc. All rights reserved.

###