



**NEOMAGIC**<sup>®</sup>  
CORPORATION

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**PALTEK Corporation launches the sales of NeoMagic's Multi Media Processors for Imaging and Multimedia-centric Hand Held Devices**

April 14, 2004- PALTEK Corporation, a leading silicon and electronic solution supplier in Japan, and NeoMagic Corporation, a pioneer in Application Processors for multimedia-rich mobile phones, wireless personal digital assistants (PDAs), and other mobile handheld systems today announced that they have entered into a sales representative agreement for the Japanese market.

The MiMagic™ 6 is one of the NeoMagic's family of ARM-based Application Processors to incorporate the APA(Associative Processing Array) <sup>1)</sup> multimedia engine for multimedia-rich handheld devices. The APA architecture enables MPEG-4<sup>2)</sup>/H.264<sup>3)</sup>/AVC -compliant video encode/decode at low power consumption. MiMagic™ 6 architecture also combines a 32bit ARM926EJ-RISC processor, JAVA hardware accelerator<sup>4)</sup>, 1.7Mbit Embedded SRAM, 8/16bit camera/video input, LCD interfaces, memory interface. The MiMagic™ 6 comes in a low profile small BGA, and 32MBSDRAM embedded SIP as an optional package.

Samples are already available, and it will be available for production deliveries starting in the summer of 2004.

PALTEK Corporation has been providing silicon and software solutions based on the experience and support technology acquired in the field of application specific circuits such as PLD and ASSP. PALTEK launches the sales of NeoMagic's application processors for handheld systems for mobile broadcasting and mobile phones capable of receiving digital terrestrial broadcasting, which will come onto the market in 2005.

\*\*\*\*\*Reference\*\*\*\*\*

**About PALTEK Corp.**

Since its founding in 1982, PALTEK has supplied semiconductors and related software solutions to the Japanese market. With particular strengths in Programmable Logic Devices (PLDs), Application Specific Standard Products (ASSPs) and Networking related semiconductors, the Company has gradually improved its performance and in 1998 PALTEK made its Initial Public Offering on JASDAQ. PALTEK abides by the principle of Symbiosis, by which it means the symbiosis of technology and people and additionally the symbiosis of the Company and its customers in mutually-reinforcing growth. Going forward, PALTEK will continue to work to contribute to the development of the network industry by providing optimal hardware and software solutions.

For more information, please visit its website at <http://www.paltek.co.jp>.

## Press Release

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### About NeoMagic Corporation:

NeoMagic Corporation was spun-off from Cirrus Logic in 1993 and founded with the vision of developing graphics accelerators that integrate memory and logic into single-chip solutions.

NeoMagic developed the industry's first 128-bit, single-chip multimedia accelerator. It was adapted to notebook PC manufacturers and shipped 22 million units in total. In 2000, NeoMagic has shifted strategy towards providing the best System-on-Chip (SOC) solutions for the next generation of handheld mobile applications, offering the lowest power consumption, small form-factor, and best multimedia features.

Proprietary APA (Associative Processing Array) is massively parallel processor and enables high-speed processing at the low-speed operating frequency. APA performs more computing work using less power than commonly used DSP, so it is optimum SoC for mobile handheld devices including mobile phones.

For more information, please visit its website at <http://www.neomagic.com/>.

### Glossary

- 1 ) APA (Associative Processing Array) :  
APA is a massively parallel computing architecture. It has developed and refined to address the unique requirements of handheld multimedia devices: low power consumption and high performance.
- 2 ) H.264 :  
H.264 is an ITU (International Telecommunication Union) standard for video encoding. Although H.264 requires more processing power because of using new coding tools, it is targeted to save the bit-rate by more than 50% compared to current MPEG-2 and MPEG-4 at the same quality. It enables data transmission over narrow bandwidth.
- 3 ) MPEG-4 :  
MPEG-4 is one of the family of motion video and audio compression standards. Version1 became a standard in March 1999, and Version2 became a standard in March 2001. The underlying intention of the MPEG-4 standard is to provide an audio and video compression scheme at the data rates less than 64 kbps.
- 4 ) Accelerator :  
Accelerator is a circuit that is equipped with CPU on a single chip to accelerate the processing speed.

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