

## **Alereon, Spansion and SDC Micro Demonstrate Playback of Wireless Video from Mobile Phone Platform**

*Wireless USB enabled platform to be demonstrated at Mobile World Congress*

**Barcelona, Spain – Mobile World Congress – February 12, 2008** – Alereon, Inc., the Ultra Wideband (UWB) technology leader for WiMedia and Certified Wireless USB applications has collaborated with SDC Micro and Spansion to offer an innovative mobile phone platform with wireless USB functionality to target the cellular communications marketplace worldwide. Alereon will demonstrate this mobile phone platform at the 2008 Mobile World Congress from February 11-14 in Barcelona, Spain in Hall 2 / Booth #A73.

SDC Micro and Spansion designed the  $\mu$ ITRON embedded operating system based platform with added wireless USB functionality provided by the Alereon's AL5000 chipset, the only Certified Wireless USB solution to meet regulatory requirements around the globe. Dubbed the "Orange" mobile phone platform, it will allow cellular phone users to enjoy the benefits of USB technology on their phones without the nuisance of cables or wires.

"This new mobile phone platform is an exciting break-through for the cellular and mobile communications space," said Eric Broockman, CEO of Alereon. "The AL5000 Family gives leading companies such as SDC Micro and Spansion the ability to bring new functionality such as streaming video directly from a cellular phone to a consumer TV."

"We are always seeking new and innovative system applications leveraging Spansion Flash memory technology, and we are very pleased to be able to offer our customers an innovative mobile platform with wireless USB functionality," said Jeffrey Kang, CEO of SDC Micro. "Alereon, with its AL5000 chipset, provided the value-add that we were looking for in order to offer our customers this new and exciting technology."

The Orange mobile phone platform is a  $\mu$ ITRON platform and is expected to be available in June 2008 and will be sold exclusively by SDC Micro.

"During the course of our design efforts with SDC Micro, we determined wireless USB to be a capability that we wanted to demonstrate, together with our Flash memory and system level capabilities, and we needed to find the best possible solution to meet our needs," said Robert France, vice president of Corporate System Engineering, Spansion Inc. "Alereon's AL5000 chipset provided all of the RF circuitry, as well as the firmware and software necessary to offer wireless USB functionality in a single solution."

### **About Alereon, Inc.**

Alereon, Inc. is a fabless semiconductor company using revolutionary Ultra Wideband (UWB) radio technology to develop high-bandwidth, low-power, low-cost Wireless USB and WiMedia UWB chipsets that are ideal for today's personal computer and portable products, like digital cameras, mp3 players and cell phones. Our mission is to replace the complex tangle of wires that interconnect today's electronic devices with wireless links. For more information, visit <http://www.alereon.com>.

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