

# Chipnuts Technology To Design Power-Efficient Mobile Phone Multimedia Chip Set

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Chipnuts Technology (Shanghai), Inc., a leading Chinese fabless integrated circuit design company, and ARM, today announced that Chipnuts has licensed the ARM7TDMI® processor and ARM926EJ-S processor through the ARM Foundry Program for its next-generation mobile multimedia chipset solutions. Chipnuts will design both low- and high-end power efficient multimedia chip sets, based on the ARM7TDMI processor and the ARM926EJ-S processor.

The Thumb® instruction set-integrated ARM7TDMI processor provides an optimized combination of performance, power and area characteristics. It is ideal for low-end mobile handsets running multimedia applications. The ARM926EJ-S processor incorporates ARM Jazelle® Java acceleration technology, DSP instruction extensions and the Memory Management Unit (MMU) to enable designers to develop systems with high performance and rich application features. These capabilities are ideal for the development of next-generation smart phones, PDAs and multimedia decoding devices.

"ARM is the architecture of choice for the digital world, and the ARM7TDMI and ARM926EJ-S processors are proven embedded CPU cores for mobile multimedia applications," said Mr. David Hu, chairman, CEO and founder of Chipnuts. "By licensing industry-leading ARM technology, we can develop better solutions for our customers to deliver a more enriching multimedia experience on mobile handsets for consumers."

"Since opening the ARM office in Shanghai in 2002, 21 Chinese Partners have licensed ARM technologies, leveraging the technical benefits of the ARM architecture and the rich resources of the ARM Connected Community," said Dr. Jun Tan, president of ARM China. "This partnership further strengthens Chipnuts' ability to develop market-leading solutions to meet the strong consumer demand for both high- and low-end mobile handsets."

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