

MegaChips Presents Sensor Hub LSI "frizz" as Partner Company at Ingenic's Next-Generation Platform Launch Event

Ingenic Semiconductor Co., Ltd. (hereinafter, "Ingenic"), headquartered in Beijing, China, held a launch event to announce its next-generation platform and new business strategy at the Kexing Science Park in Nanshan District, Shenzhen, China on May 12, 2015. At the event, [MegaChips](#) (TOKYO: 6875), in the capacity of a partner company, introduced its **Sensor Hub LSI "frizz"**, which was adopted for Ingenic's reference device for smartwatches. A presentation was also offered on future partnership plans of the two companies.

Ingenic is a fabless semiconductor maker founded in Beijing, China in 2005. The company developed XBurst, China's very first CPU-IP. This CPU-cored SoC provides wide-ranging solutions to wearable device makers in China.

At this latest Ingenic launch event, the company presented a variety of platforms that utilize the company's latest M200 processor as their core processor. **Sensor Hub LSI "frizz"** from MegaChips was mounted into the AW808 "Venus" platform which is geared for smartwatches, the main push of the launch event. **"frizz"** plays a critical role in this platform by processing sophisticated calculations on signals from all equipped sensors in an extremely low power consumption.

"By incorporating MegaChips 'frizz' into Ingenic's M200 base platform 'Venus', we have been able to achieve the perfect functionality in gesture recognition, activity recognition, and other related essential smartwatch functions," said Liu Jiang, Vice president of Ingenic. "The reason that we have been able to extend battery life to 40 hours as opposed to a mere 18 hours under the same conditions in competing products is largely due the cooperative effort received from MegaChips."

Kenji Nakamura, MegaChips' officer and vice executive general manager of LSI business headquarters who introduced **frizz** products at the event said, "Ingenic's M200 processor is, without a doubt, going to take the world by storm. MegaChips is extremely grateful for the opportunity to venture forward together with Ingenic as a partner in this new strategic effort."

Ingenic's smartwatch platform has already been selected to be adopted by a number of manufacturers in China, and it is expected that the number of makers to adopt this platform will continue to increase going forward.

For more details on "frizz":

<http://www.megachips.co.jp/english/product/frizz.html>

About MegaChips

MegaChips Corporation (1st section of the TSE (Tokyo Stock Exchange: 6875) was established in 1990 as the first innovative fabless LSI company in Japan dedicated to ASICs and SOCs with integrating LSIs and systems/applications knowledge. Its focus is on the development of cutting-edge SOCs incorporating original algorithms and architecture in the areas of imaging, audio, and telecommunications, and using the advances it achieves to offer outstanding products and solutions that meet the needs of its clients. MegaChips' products and technologies are targeting to Mobile, Wearable devices and IoT applications. For additional information, please visit:

<http://www.megachips.co.jp/english/index.html>

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