

Frontier Silicon – Global Leader in Digital Radio Receivers

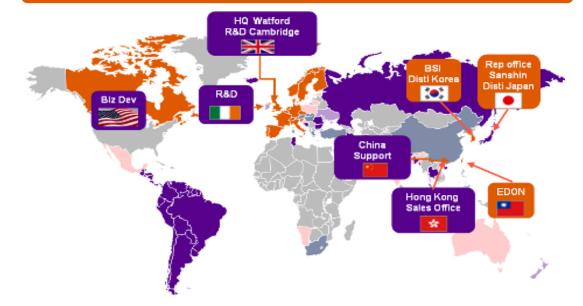


- Frontier is the leading supplier of DAB/DAB+/DMB & WiFi Radio technology
 - Chipsets
 - Modules
 - Software
 - Platforms
- Over 8.5M DAB solutions shipped to date to over 450 different audio products
- Leading supplier of Internet Radio solutions
- 130 people with operations in UK, Ireland, Hong Kong, China and USA
- Skills include
 - Digital and RF chip design
 - Hardware design
 - Software design
 - User interface and customization



Frontier DAB Unit Sales

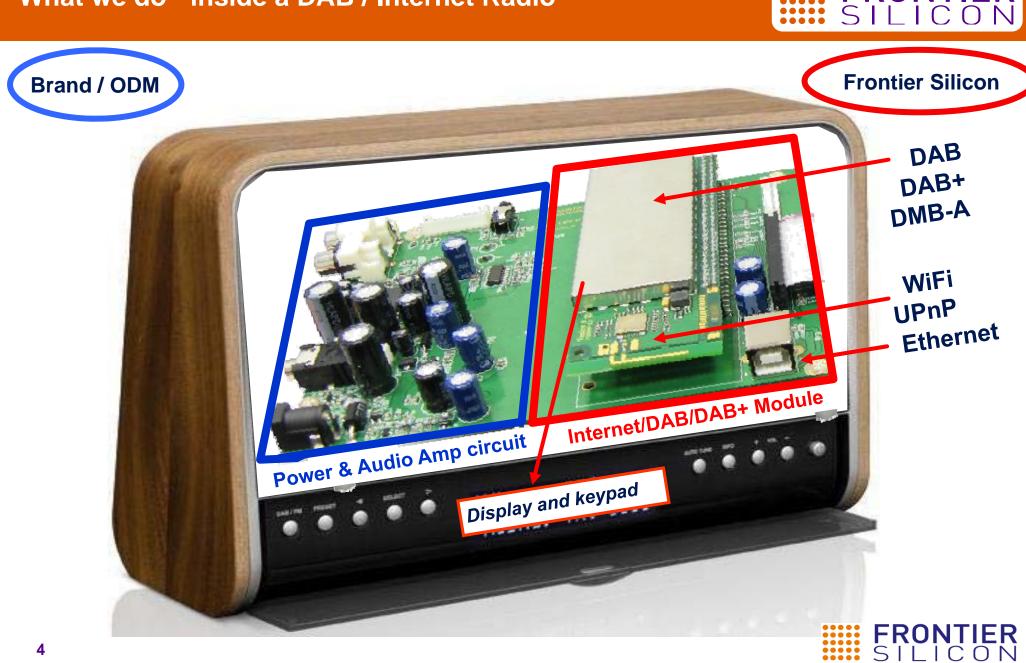




We supply the "whose who" of home audio brands...





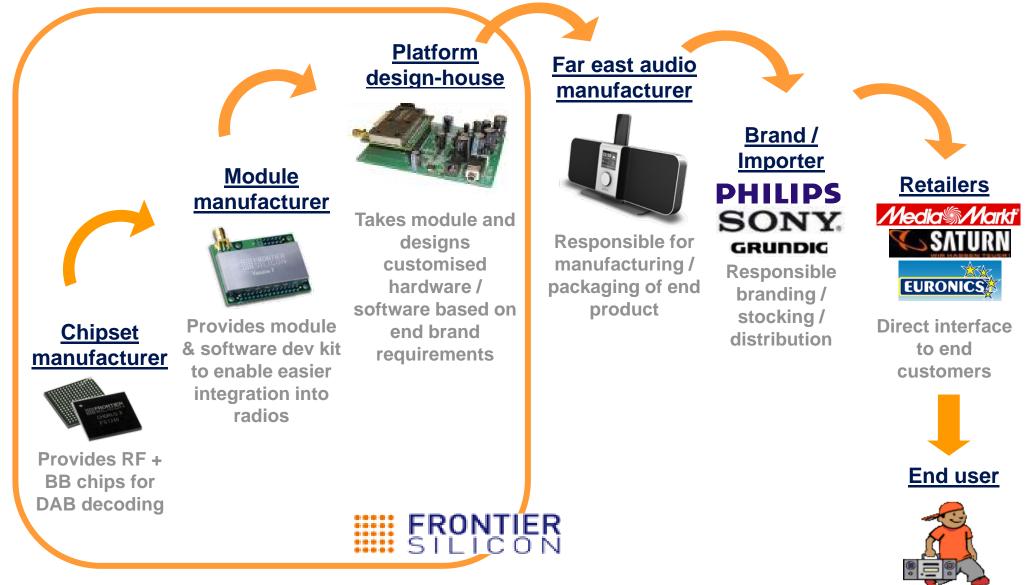


What we do - inside a DAB / Internet Radio

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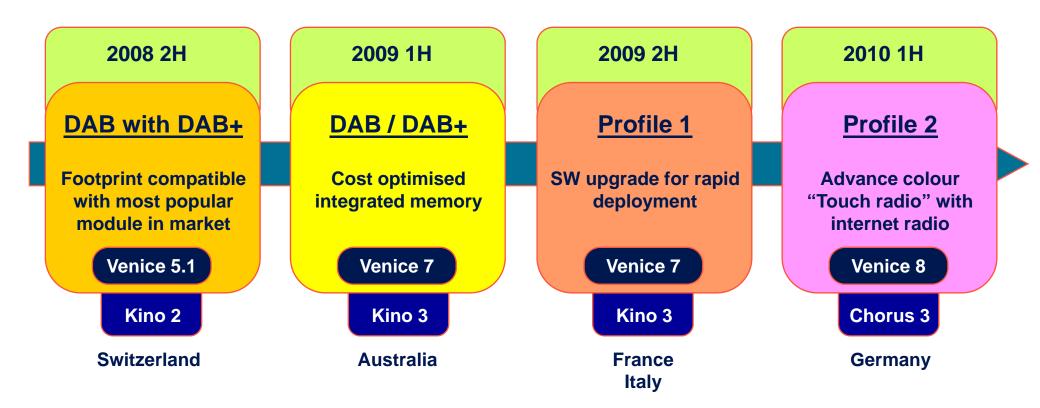
Typical digital radio receiver supply chain

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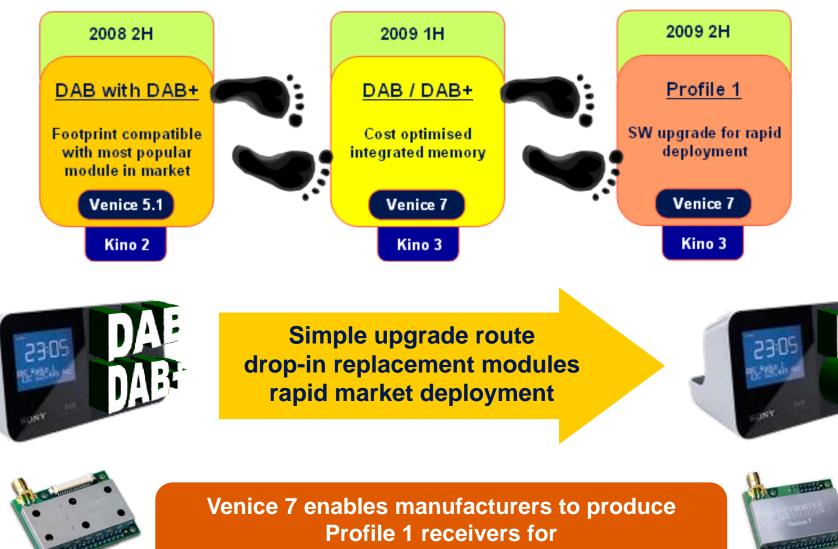
Aligning the receiver technology roadmap to major broadcast launches



 Optimised silicon for Profile 1 (Kino 3) and Profile 2 (Chorus 3) will ensure low cost, mass market, feature rich receivers

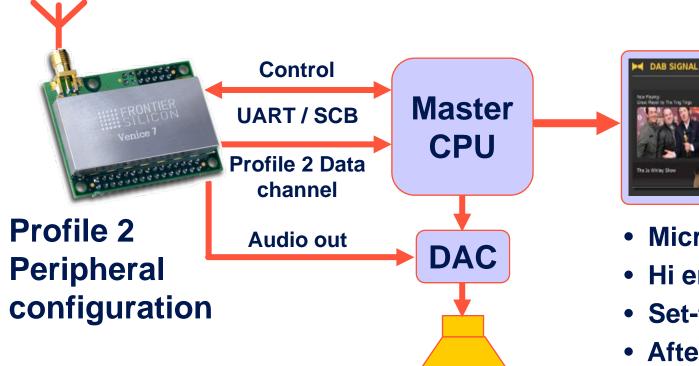
Roadmap for Profile 1 and 2 receiver deployment





same price as today's DAB only radios

- Providing cost effective profile 2 support in slave mode configuration
- Venice 7 with comprehensive data output interface
 - Slideshow, EPG, BIFS, DL+, Intellitext





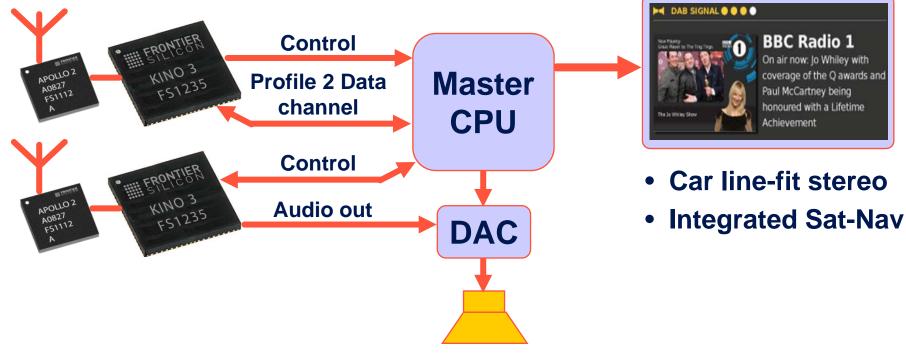
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- Micro systems
- Hi end HiFi tuners
- Set-top-box
- After market Sat-Nav

- Automotive Profile 1 and Profile 2 in-car solution
- Kino 3 baseband provides cost effective single and dual-tuner solution for Car OEMs

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2 tuner configuration enables uninterrupted TPEG data channel while listening to radio

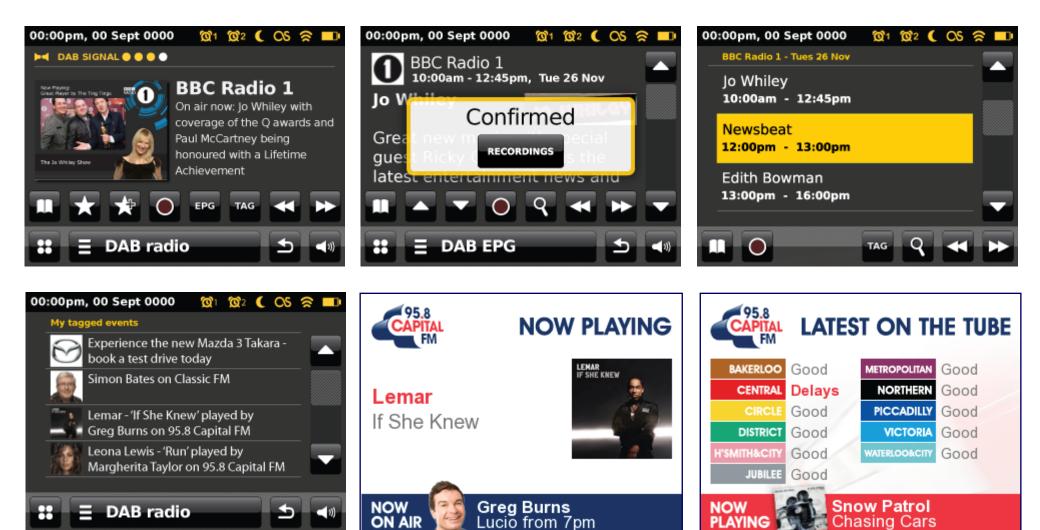
- Frontier in partnership with the BBC, Global and TrafficMaster are working to define the look-and-feel of Profile 2 radios
- Utilising Frontier's colour 320 x 240 display with touch-screen interface using Venice 8 module
- Current demo showcases Slideshow, EPG, TPEG
- Also demo's RadioTag as an interactive advertising application (connected radio)





A selection of work-in-progress screen shots...





Rallying broadcaster support to commit to compelling Advance DAB services

Conclusions



- World DMB unified radio profiles remove the roadblocks
 - economies-of-scale provided by a pan-European market place
 - deliver a wide range of receiver choice to the consumer
 - drive down costs
- Rich media profile 2 radios will take DAB to the next level
 - Multimedia services delivered on colour screens
- Union of broadcast and internet radio opens exciting new possibilities
 - Interactive services and advertising via back channel
 - New music discovery via broadcast radio with purchase opportunity
 - Personalised radio service

Frontier is committed to delivering cost effective Profile 1 and Profile 2 receiver solutions enabling rapid radio deployment from 2H 09



-Thank You- FRONTIER SILICON

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