



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

### **BBE SOUND AND KEYSTONE SEMICONDUCTOR INTRODUCE WORLD'S FIRST FM/DAB/DAB+ SINGLE-CHIP IC FEATURING BBE HD SOUND TECHNOLOGIES**

*KeyStone's Innovative FM/DAB/DAB+ Single-Chip Receiver IC, Tsunami, Featuring BBE HD Sound Delivers Industry's Highest-Integration, Lowest-Power Consumption, and Most-Affordable Turn-Key Solutions for Home and Mobile Digital Audio Applications*

**Huntington Beach, Calif., Feb. 2, 2010** – BBE Sound, Inc., a leading developer of advanced sound technologies today announced that it has partnered with KeyStone Semiconductor Corp. (“KeyStone”), a leading fabless IC design company in wireless digital audio semiconductor, to offer Digital Audio Broadcasting (DAB) single-chip receiver IC, Tsunami, with BBE HD Sound technologies inside. Tsunami is the first-ever IC available to the consumer electronics industry with BBE Sound technologies that also focuses on high-integration, low-power, and low-cost solutions for digital audio turn-key products.

Tsunami is implemented in CMOS process and has unprecedentedly integrated the entire DAB receiver systems including radio frequency (RF) receiver, channel demodulators, digital signal processor (DSP), advanced audio decoders, stereo DACs, battery detectors, memory cells, etc. onto a single chip. This first-ever integration leaves no costly external components such as VCXO, SDRAM, Flash Memory, MCU, etc., on the modules, which significantly reduces the form-factor while lowering the overall solution costs.

Consuming only 180 mW on the entire module and housed in a compact 0.8 cm x 1.1 cm BGA package, Tsunami delivers the CE industry's first and only DAB/DAB+ solutions with power consumption under 200 mW for portable consumer electronics applications. Measured at 2.0 cm x 2.0 cm or smaller for slave-mode FM/DAB/DAB+ operations, Tsunami modules are merely 20% of the leading competition's module size, making the Tsunami the best candidate for form-factor and power-conscious devices.

- MORE -

Tsunami offers an unparalleled extra value with the addition of BBE HD Sound technologies. Both BBE HD Sound and BBE HD Sound+ restore dialog clarity and definition to music and sound, bringing a naturally “live” presence to any audio source. In addition, manufacturers will be pleased to know that both BBE technologies require low MIPS with minimal DSP demand, and share the same technologies that are used in the company’s professional signal processing products, which are used in concert and recording studios around the world.

“We chose to offer BBE Sound’s audio technology products because they offer a tremendous value to our customer base, and they are the only company that can offer HD sound, something that our customers demand,” said Marcus Applegate, president of KeyStone Semiconductor Corp. “It is no longer enough to simply offer a sleek delivery method; these products must offer superior quality sound. Now, through our work with BBE Sound, we can offer manufacturers exactly what their customers want at a very approachable price point.”

“Keystone’s strength lies not just in their high-performance DAB chipset solutions, which are formidable on their own, but in the fact that they can offer extremely competitive price points under fast-to-market demands,” said David McLaren, executive vice president of BBE Sound, Inc. “We are excited to offer our licensing prospects the opportunity to use KeyStone ICs. It’s clear that KeyStone is going to shake up the industry with their low-cost, low-power digital audio turn-key solutions, and we are delighted to be a part of their offerings.”

### **Pricing and Availability**

The Tsunami Demo Platform is available for USD \$150.00. For additional product information and to purchase samples and development tools, please contact [sales@keystonesemi.com](mailto:sales@keystonesemi.com).

### **About BBE Sound, Inc.**

BBE Sound, Inc. develops advanced audio enhancement technologies for the professional audio and consumer electronic markets. The world's leading CE manufacturers, such as Panasonic, COWON, LG, Hitachi, Philips and many others, feature BBE technologies in products such as televisions, MP3 players, automotive head units, and many more. Music and sound experts depend on BBE Sound's advanced hardware products and High Definition Sound technology to ensure that their full creative and musical expression reaches the ears of their audiences. The BBE brand is synonymous with the finest in sonic accuracy and musical realism, and the prestige and distinction associated with the BBE brand has become a primary benefit that BBE licensees enjoy. Headquartered in California, BBE Sound has offices around the world. BBE Sound can be contacted at 714-897-6766 or visit [www.bbesound.com](http://www.bbesound.com).

### **About KeyStone**

KeyStone Semiconductor Corp. is a technical innovator and leader in wireless digital audio semiconductor. KeyStone products enable the delivery of the enriched analog and digital audio to the home and the mobile environments. We provide the industry with system-on-a-chip and turn-key solutions to manufacturers of analog and digital broadcasting access products and portable devices.

KeyStone is headquartered in the Science-Based Industrial Park, Taiwan, and has offices and facilities in North America and China. KeyStone can be contacted at +886.3.666.2756 or at [contact@keystonesemi.com](mailto:contact@keystonesemi.com).

*Press Inquiries:*

*BBE Sound, Inc.*

*Chris Locke*

*Cell: 714-403-1855*

*Office: 714-897-6766 x 119*

*Email: [Clocke@bbesound.com](mailto:Clocke@bbesound.com)*

###