



News Release

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MediaTek selects V-by-One[®] HS standard as an advanced interface for its highly integrated TV controller SOC family

Tokyo (September 13, 2010) – THine Electronics, Inc. (JASDAQ: 6769), the global leader in high-speed serial interface and provider of mixed-signal LSI for flat panel displays and mobile phones, announced today that the V-by-One[®] HS standard is selected by the MediaTek, Inc. a leading fabless semiconductor company for wireless communications and digital multimedia solutions, as an advanced interface for its highly integrated SOC family for digital TV.

V-by-One[®] HS is an advanced high speed interface standard, promoted by THine to deliver value for digital TV markets. Digital TV controller SOCs are required to replace their internal interface standard from serial LVDS to V-by-One[®] HS since they are the most important components of digital TV image processing and have to achieve higher performance features according as digital TV equipments have more advanced features.

MediaTek Inc., a leading fabless semiconductor company for wireless communications and digital multimedia solutions, announced the highly integrated SOC, supporting V-by-One[®] HS technology. The MediaTek's TV controller SOC family integrates double frame rate conversion for motion blur compensation as well as the traditional function. The SOC family achieves both of higher integration and better cost performance by using MediaTek's leading-edge technologies and V-by-One[®] HS technology, it is generally difficult because such TV controllers for high fidelity TV must support exponentially increasing processing data.

“MediaTek has excellent technologies for TV market,” says Mr. Masahiro Kato, Senior Vice President of THine Electronics. “By MediaTek's selection of V-by-One[®] HS as the next generation interface, it is expected that V-by-One[®] HS standard will accelerate to bring higher performance to TV's internal interface worldwide.”

Mr. Ryan Chen, GM of Digital TV BU of MediaTek says, “V-by-One[®] HS standard is an innovative key to achieve higher performance and lower cost in internal interface of developing high definition TVs, such as 3D TVs.”

Photo of MediaTek's TV controller SOC with V-by-One® HS technology



About Thine Electronics, Inc.

THine Electronics, Inc. is a fabless LSI company that provides innovative mixed signal LSI and analog technologies such as V-by-One®HS, LVDS, other high speed data signaling, timing controller, Analog-to-Digital Converter (ADC), Image Signal Processor (ISP), radio frequency (RF) and power management in growing niche markets for our customers' solutions, targeting its strategic markets in flat screen TVs, electronic paper displays, LCD monitors, projectors, projection televisions, mobile phones, document processing, amusement, and automotive markets.

THine is headquartered in Tokyo, Japan, and has design centers in Kyoto and Kyushu, Japan, as well as subsidiaries in Taipei, Taiwan and Seoul, Korea. THine Electronics is listed on the JASDAQ under the security code of 6769. For more information, please visit www.thine.co.jp.

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