

**For Immediate Release**

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## **MCCI Delivers Certified Wireless USB Embedded Device Software**

*Software solution eases integration and reduces time-to-market for  
OEMs and USB platform vendors*

**ITHACA, N.Y. and BARCELONA, Spain, February 11, 2008 - Mobile World**

**Congress** - MCCI®, a leading developer of Universal Serial Bus (USB) software technology, today announced a new Certified Wireless USB Embedded Device software solution. This high-speed, personal interconnect software will be demonstrated at the 2008 Mobile World Congress in Barcelona, Spain. It expands the company's existing USB solution portfolio, leveraging the highly efficient MCCI USB DataPump® and the WiMedia Common Radio Platform to deliver high-speed wireless transfer of data between host and device. The MCCI Certified Wireless USB solution enables seamless wireless connectivity for complex, multi-function products in major consumer electronics markets, including mobile handsets, digital photography, navigation devices, and media players. It will be available to leading OEMs and platform vendors in the first quarter of 2008.

Ultra-Wideband (UWB) is a Wireless Personal Area Networking (WPAN) technology that enables devices to transmit data at high data rates (up to 480Mbps) using very little power. Standardized by the WiMedia Alliance, UWB has the worldwide backing of more than 200 companies that develop and implement UWB technology. Certified Wireless USB combines the proven and popular USB functionality with UWB. This combination of technologies brings a new level of convenience to end users, who will no longer need to sort out a tangle of cables for all their USB devices.

The MCCI Certified Wireless USB Embedded Device software solution is optimized for efficient performance and minimum footprint in embedded products. Portable across most hardware IP and operating systems, its modular architecture allows OEMs to easily adapt product configurations for optimal time-to-market. The foundation of MCCI's Certified Wireless USB product is the proven MCCI USB DataPump which, to date, has been integrated into more than 300 million cellphones worldwide. Focus on the total system integration for optimal product performance has been a key factor in this success.

"Our objective was to ensure a quality product for the best end-user experience, as well to reduce deployment risk for our customers. To achieve this, the design and implementation of MCCI's Certified Wireless USB solution has been optimized for deeply embedded systems and is accompanied by an extensive suite of test tools that we developed in-house," said MCCI CEO Terry Moore. "In addition, because this is a modular upgrade of our existing USB portfolio, OEMs can reduce cost and time-to-market by supporting their entire product line, from simple wired USB connections to multi-function wireless USB, with a single, proven source base."

Customers using the MCCI solution can quickly extend their wireless products with MCCI Media Transfer Protocol (MTP) for portable multimedia player support and MCCI PictBridge, for direct printing from a digital still camera or mobile phone. Wireless, high-speed synchronization of media files with Windows Media Player brings a new dimension of convenience to end users.

### **About MCCI**

MCCI is a leading developer of USB drivers and firmware for the high volume handset and mobile device markets. The company provides firmware and system software, including the PictBridge and MTP middleware solutions for OEM manufacturers of handsets, PDAs, and other computer devices. Hundreds of millions of cellphones have been delivered with MCCI technology. MCCI experts are actively involved in worldwide technical standard activities, chairing the USB-IF Device Working Group and the Communication Device Class Committee, as well as participating in MCPC and the

WiMedia Association. A privately held corporation, MCCI has its headquarters in Ithaca, NY and offices in Austin, Nice, Seoul, Tokyo, and Taipei.

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