



TELEAGENT SYSTEMS

Tianyu expands handset designs leveraging Telegent's mobile TV technology to drive growth in international markets

Tianyu integrates Telegent TV feature into world's first handset with hybrid CMMB and analog TV reception for domestic China market

SUNNYVALE, CA and BEIJING, CHINA – November 5, 2008 – Telegent Systems, the company that makes television mobile with its high-performance single-chip mobile TV solutions, together with Beijing Tianyu Communication Equipment Co., the leading original equipment manufacturer of mobile handsets in China, today announced that Tianyu is increasing the number of handset designs leveraging mobile TV technology from Telegent to drive growth into the Southeast Asia market and capitalize on the popularity of analog TV phones in this region. Tianyu has also integrated Telegent's technology into the world's first hybrid CMMB and analog TV handset targeted at the domestic China market.

“TV phones are very popular in Southeast Asia, particularly Thailand, Indonesia and Malaysia,” said Ms. Rong XiuLi, chief executive officer and general manager of Tianyu. “The TV feature from Telegent allows us to build on our success in China by strengthening our position in these high growth export markets. This is a particularly important corporate objective in the current economic climate.”

Following the success of the K-Touch V908 TV phone, which secured the “Best TV Mobile Phone Award” in the 2007 Best Mobile Phones competition held in China, Tianyu has released the K-Touch DT08/DT28 series which incorporates a dual-GSM feature and analog TV enabled by Telegent Systems. Additional models are in development.

World's first hybrid CMMB/Analog TV phone

Tianyu has also completed the world's first TV phone with hybrid CMMB and analog TV reception. This handset delivers China consumers with the dual benefits of the digital picture quality of CMMB and the widespread coverage and content of the analog television ecosystem.

“The hybrid handset will allow China consumers to leverage the benefits of both TV ecosystems while the digital infrastructure is being deployed,” added Ms. Rong.

“We are pleased to partner with a leading provider of mobile handsets such as Tianyu,” said Ken Wang, general manager of Telegent China. “Tianyu’s market leadership and strength in distribution channels will enable them to take advantage of the rapid gain in market share that TV phones are achieving in Southeast Asia, and to lead the domestic China market in TV feature innovation.”

About Telegent Systems

Telegent Systems is a leading fabless CMOS semiconductor company providing high performance, single-chip solutions enabling free-to-air and subscription mobile TV in mobile handsets, portable devices and consumer electronics. Telegent’s solutions make television mobile, delivering both analog and digital broadcast reception with unparalleled sensitivity and picture quality in mobile environments, ultra-low power consumption and the highest integration simplifying mobile device design and manufacture. For more information, visit www.telegent.com.

About Beijing Tianyu Communication Equipment Co., Ltd

Based in Beijing and founded in 2002, Tianyu specializes in the R&D, manufacturing and marketing of mobile phones under the K-Touch brand. K-Touch is a leading brand in mainland China, with approximately 90% of sales in the domestic market. Tianyu has 52 offices around the country and an R&D team numbering more than 600 employees. Tianyu consistently pursues high quality, high performance, low cost, fashionable design and short lead times. For more information, visit <http://www.benophon.com/en/>.

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Other resources:

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