



TELEAGENT SYSTEMS

Telegent Mobile TV Selected by MobilMAX for CDMA Handset Designs

Taiwan ODM brings live, free-to-air TV to CDMA consumers in slim, high quality LCD designs

Las Vegas, NV – January 7, 2010 – At the Consumer Electronics Show (CES) today, Telegent Systems, the company that makes television mobile, announced that Telegent’s analog mobile TV receiver is incorporated into two CDMA TV handset designs introduced in Q4 2009 by Taiwan ODM MobilMAX. With these designs, MobilMAX brings together its expertise in CDMA and GSM technologies and operator-grade solutions with a free-to-air TV feature that enables consumers to view the same live TV programming that they watch on conventional TV sets. MobilMAX’s analog TV handsets include the C889MA, a slim metal design with a high quality QCIF display, and the CG968A, a dual-mode CDMA/GSM handset with a 2.4” QVGA touchscreen.

“Telegent’s mobile TV receiver delivers the performance necessary to provide consumers with a high quality viewing experience,” said Andrew Jung, president of MobilMAX. “The sensitivity, mobility and low-power realized by Telegent’s television-on-a-chip solution enable consumers in countries with analog TV infrastructure to enjoy their favorite live programming – whether news, sports, series or movies – while on the go.”

Analog mobile TV has rapidly become the most prevalent form of broadcast mobile TV worldwide. Analyst firm Forward Concepts estimates that analog mobile TV handsets accounted for more than half of 2009 broadcast TV handset shipments. With more than 88% of the world’s population continuing to receive analog broadcast TV signals during 2013, handsets incorporating analog TV receivers are able to address a large, global consumer base.

“MobilMAX’s CDMA designs now make live, free-to-air mobile TV accessible to operators serving a CDMA consumer base in analog TV markets,” said Samuel Sheng, president and CEO of Telegent. “The quality and design appeal of MobilMAX’s analog TV handsets set a new standard for this CDMA market segment.”

About MobilMAX

MobilMAX Technology focuses on mobile communication design technologies with robust system integration, software, and professional RF capability, providing customized handheld products and customer defined projects services to mobile operators or region sales companies. MobilMAX has been successfully working with Japanese operators, China Telecom, system companies and several famous world-wide trading parties by providing single mode/dual mode handsets with TV features, data cards, and mobile related applications in CDMA(EVDO)/GSM/PHS/WiMAX/Japan XGP territories. For more information, please visit <http://www.mobilmax.com>.

About Telegent Systems, Inc.

Telegent Systems is a fabless semiconductor company that enables the reception of live, free-to-air analog and digital broadcast television in mobile handsets and other portable consumer devices. Telegent's television-on-a-chip solutions solve the long-standing technical challenges that have precluded mobile reception of analog broadcast TV, enabling manufacturers and operators to benefit from the convergence of broadcast TV with mobile and portable devices. Telegent's products are the most widely sold broadcast television solutions for mobile handsets in the world. For more information, visit www.telegent.com.

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