



Silicon Laboratories and SKY MobileMedia Partner to Pre-integrate SKY-MAP(TM) Software Solution on AeroFONE(TM) Single-Chip Phone Platforms

December 18, 2006 12:00 PM EST

AUSTIN, Texas & SAN DIEGO--(BUSINESS WIRE)--Dec. 18, 2006--Silicon Laboratories (Nasdaq:SLAB), a leader in high-performance, analog-intensive, mixed-signal ICs, and SKY MobileMedia, Inc., a leading provider of application software solutions for the wireless handset industry, today announced they are partnering to pre-integrate SKY's SKY-MAP™ applications software solutions with Silicon Labs' AeroFONE™ single-chip phone solutions. The first platform resulting from this cooperation combines the AeroFONE™ Si4901 single-chip cell phone with SKY-MAP™ to greatly reduce time-to-market and R&D costs for manufacturers developing handsets for the highly competitive ultra-low-cost handset (ULCH) market.

"We are very excited to be working with Silicon Labs to address the needs of ultra-low-cost handset manufacturers", said Naser Partovi, CEO of SKY MobileMedia. "This pre-integration of Silicon Labs' single-chip hardware platform and our SKY-MAP software solution will greatly enhance the ability of our mutual customers to rapidly develop differentiated products and succeed in this highly cost sensitive market."

This pre-integrated, pre-validated hardware plus software solution allows manufacturers to develop handsets with a full-featured man-machine-interface (MMI), while remaining within the low memory footprint required for meeting ultra-low-cost price points. SKY's market tested SKY-MMI™ user interface technology, along with SKY's powerful RapidPLUS™ development tools, enables customers developing AeroFONE-based handsets to differentiate their products by customizing the "look and feel" of their devices, as well as providing support for multiple Asian and European languages and local requirements.

The solution enables GSM voice and text-messaging, as well as optional features including FM radio (Silicon Labs' Si4701 tuner), polyphonic ringtones, and speakerphone capabilities. Additionally, SKY-MAP offers a smooth migration path to Silicon Labs' higher tier, data-enabled chipset platforms through further pre-integration of SKY-MMI with SKY's standards-compliant middleware engines.

"The Si4901 was specifically developed from a system perspective with a focus on reducing costs through innovative design, integration and maximizing system efficiency without sacrificing performance," said Dan Rabinovitsj, vice president of Silicon Laboratories. "Pre-integration with SKY-MMI further simplifies the customers' design and allows them to quickly and reliably design truly low cost handsets."

Availability

Optimized for the requirements of the ULCH market, this first jointly developed solution, including Silicon Labs' Si4901 AeroFONE single-chip cell phone, SKY-MMI, and SKY's RapidPLUS MMI development and customization tools, is available for customer integration today.

About AeroFONE

The only truly single-chip phone, Silicon Laboratories Si4901 AeroFONE is uniquely optimized for emerging markets where cost, performance, quality and handset yield are critical. The Si4901 provides significantly lower total system cost through superior integration allowing for a 65 percent reduction in printed circuit board (PCB) area, as well as a 50 percent decrease in costs associated with manufacturing. By simplifying PCB routing due to unparalleled integration including the power management unit, the Si4901 is currently the only ULCH solution that enables the use of a 4-layer PCB for a complete handset design resulting in additional savings per-handset of as much as \$1.00 over 6-layer designs. In addition, the Si4901 device takes full advantage of Silicon Laboratories' patented digitally-controlled crystal oscillator (DCXO) technology to replace expensive external voltage-controlled temperature compensated crystal oscillator (VC-TCXO) modules with only a low-cost crystal resonator. For more information visit www.silabs.com/aerofone.

About SKY-MAP

Complementary to Silicon Labs' single-chip AeroFONE solutions, SKY offers fully integrated software solutions that bring together all of the applications elements required for mass-market handsets, including a complete reference MMI and applications suite, SKY-MMI (formerly e-SIM), as well as standards-compliant, market-proven middleware engines such as browser, MMS, email, multimedia framework, security, and more. Segment-specific SKY-MAP solutions are fully optimized for the cost, performance, and applications required of ultra-low-cost, entry-level, and feature phones as well as multimedia handsets, allowing rapid time-to-market and reduced R&D expenses for manufacturers. In addition, SKY provides the PC-based RapidPlus™ set of MMI and applications software development and customization tools. RapidPlus enables third-party ISVs and handset manufacturers to quickly customize SKY-MAP to satisfy any handset "look and feel" and allow powerful product differentiation and branding.

About Silicon Laboratories Inc.

Silicon Laboratories Inc. is a leading designer of high-performance, analog-intensive mixed-signal integrated circuits (ICs) for a broad range of applications. Silicon Laboratories' diverse portfolio of highly integrated, patented solutions is developed by a world-class engineering team with decades of cumulative expertise in cutting-edge mixed-signal design. The company has design, engineering, marketing, sales and applications offices throughout North America, Europe and Asia. For more information about Silicon Laboratories please visit www.silabs.com.

About SKY MobileMedia, Inc. - Enabling Innovation in Multimedia Communications.™

SKY MobileMedia is a leading provider of complete pre-integrated turnkey software solutions for wireless handsets. SKY's market-tested application software platform, SKY-MAP™, has been commercially deployed in over 20 million phones worldwide. Headquartered in San Diego, California, SKY has additional development centers in Europe, Israel, and India, as well as customer support centers in Europe and China. For more information visit, www.skymobilemedia.com

Cautionary Language

This press release may contain forward-looking statements based on Silicon Laboratories' current expectations. These forward-looking statements involve risks and uncertainties. A number of important factors could cause actual results to differ materially from those in the forward-looking statements. For a discussion of factors that could impact Silicon Laboratories' financial results and cause actual results to differ materially from those in the forward-looking statements, please refer to Silicon Laboratories' filings with the SEC. Silicon Laboratories disclaims any intention or obligation to

update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

CONTACT: Silicon Laboratories
Shannon Pleasant, +1-512-464-9254
Director of Corporate Communications
shannon.pleasant@silabs.com

or

SKY MobileMedia
Elizabeth Rose, +1-858-259-0415, ext. 2236
Fax: +1-858-259-0417
Director of Marketing, Strategic Business and Alliances
erose@skymobilemedia.com

SOURCE: Silicon Laboratories and SKY MobileMedia