



GREENPEAK LAUNCHES THREE NEW CHIPS FOR THE RF4CE MARKET

GREENPEAK MAKES IT EASY FOR CE MANUFACTURERS AND MSOs TO INTRODUCE LOW COST AND ROBUST RF4CE REMOTE CONTROL SOLUTIONS

Utrecht, Netherlands – 3 January 2011 – [GreenPeak Technologies](#), a leading fabless semiconductor company, today announced the launch of three new chips, allowing the development of robust and low cost ZigBee RF4CE remote control applications for TV's and set-top boxes, addressing an overall one billion unit annual market.

The three devices all have full RF4CE functionality with ZRC embedded, targeting specific product applications:

- GP520: front-panel controller for set-top box with SPI/TWI interface
- GP530: front-panel controller for TV with UART interface
- GP540: complete, low-cost "remote control on a chip" including embedded keyboard scanner and full IR functionality

All devices are optimized for low cost, ease of integration and allow fast time-to-market by only requiring a simple configuration step to achieve a complete RF4CE ZRC-compliant end product.

"Bringing the complete RF4CE functionality for each application into a single device makes low cost and reliable RF remote controls a reality," [said Cees Links, CEO of GreenPeak Technologies](#). "This new series of RF4CE chips brings the cost of the total solution down and makes the choice for RF remote controls even easier. GreenPeak provides a streamlined one-stop-shop offering for RF4CE chips. The integration of advanced RF4CE configurability provides simplicity of integration bringing the development and integration time down to virtually zero."

GreenPeak's unique ultra low power and synchronization optimized for remote controls enables single coin cell battery operation for ten years or more. It also enables advanced thin remote control designs not requiring a battery lid and it implements find-me and push functionality.

GreenPeak also takes Wi-Fi coexistence one step further. The GreenPeak RF4CE chips offer an additional 30dB (1000x) better interference robustness against Wi-Fi, Bluetooth and other RF signals, which is the result of a superior radio design with antenna diversity technology. This patented technology uses two separate antennas to avoid the typical indoor wave cancellation, essential when more TVs and set-top boxes will be equipped with Wi-Fi internet connections.

Much better than IR (infra-red) based remote controls, [RF remote controls](#) provide two-way high-speed communication and do not require line of sight as the radio signal transmits through cabinets, obstacles, walls and floors. A [ZigBee RF4CE remote control system](#) (compliant with the IEEE 802.15.4 standard, operating in the 2.4GHz global frequency band) is faster, more reliable, includes richer, bi-directional communication and provides a greater range compared to traditional IR remote controls.

For more information, please visit the GreenPeak booth at [International CES 2011](#) – Las Vegas – 6-9 January 2011 – South Hall 1-21418 in the ZigBee Pavilion or make an appointment with our [sales team](#).

About GreenPeak

GreenPeak Technologies is a fabless semiconductor company and is a leader in highly integrated IEEE 802.15.4/ZigBee RF4CE silicon solutions for consumer electronics. GreenPeak is headquartered in Utrecht, The Netherlands and has offices in Belgium, Japan and Korea.

GreenPeak is backed by venture capitalists: Gimv (Belgium), DFJ Esprit (UK), Robert Bosch Venture Capital (Germany), Motorola Ventures (USA) and Allegro Investment Fund (Belgium).

For more information, please visit www.greenpeak.com

RF4CE mentioned in the press release above refers to the ZigBee RF4CE industry standard. ZigBee and ZigBee RF4CE are trademarks of the ZigBee Alliance.

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