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# Nerd Alert: Mobile Digital TV Chip Announcement

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BARCELONA, Spain, Feb 13, 2008 (BUSINESS WIRE) -- ARC International (LSE:ARK) today announced that a leading chip supplier in the mobile multimedia broadcasting market has signed a new multiuse license agreement for configurable ARC processors. The customer's series of ARC-Based(TM: 110.22, -1.93, -1.72%) system-on-chip (SoC) devices will be leveraging ARC's configurable core and DSP technologies while aiming to achieve high-quality, multi-standard, digital TV reception in nearly every global geographic region. This is part of a series of ARC customer announcements made today that focuses on the high-growth Mobile TV market, which is expected to reach 140 million Mobile TV subscribers by 2011 according to industry analysts. See related announcements dated February 13, 2008 for more information.

This customer will be leveraging a unique hybrid of advanced XY DSP functionality with one of ARC's most power efficient 32-bit RISC cores. The combination provides ease of integration as well as significantly lower power consumption than separate RISC and DSP cores. Low power modes integral to the ARC core will ensure meeting even lower power target needed for mobile multimedia devices, thereby providing consumers longer viewing times on a single battery charge.

"The three announcements today from customers targeting the Mobile TV market reflects ARC's strategy of enabling customers to deliver an enhanced user experience to consumers in high volume applications," said Bill Jackson, vice president of marketing at ARC. "Along with segments such as WiFi, WiMAX, portable media players, and Flash memory, Mobile TV represents one of the most promising markets from a unit volume perspective as consumers continue to drive OEMs for devices that allow them to play multimedia content anytime, anywhere."

The Configurable ARC(R: 59.68, +0.96, +1.63%) 600 Core Family

The configurable ARC 600 processor core family with ARC's XY Advanced DSP Subsystem delivers the most power- and area-efficient 32-bit CPU and DSP combination in its performance class in a unified RISC architecture. Furthermore, the designer can create custom instructions and IP blocks to further customize the chip. For example, configuring a CPU to his unique application allows the designer to remove unneeded functionality to reduce die size and power consumption.

About ARC International plc

ARC International is the world leader in configurable multimedia subsystems and CPU/DSP processors. Used by over 140 companies worldwide, ARC's configurable solutions enable the creation of highly differentiated system-on-chips (SoCs) that ship in hundreds of millions of devices annually. ARC's patented subsystems and cores are smaller, consume less power, and are less expensive to manufacture than competing products.

ARC International maintains a worldwide presence with corporate and research and development offices in California and St. Albans, UK. For more information visit [www.ARC.com](http://www.ARC.com). ARC International is listed on the London Stock Exchange as ARC International plc (LSE:ARK).

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