

Programmable Multimedia Solution Supports Android-Powered HD Processors

RK28XX series processors are first to utilize CEVA-MM2000 for 720p High Definition, multi-standard video; Processors support multiple mobile operating systems including Android and Windows CE

CEVA, Inc. [(NASDAQ: CEVA); (LSE: CVA)], the leading licensor of silicon intellectual property (SIP) platform solutions and DSP cores, today announced that Fuzhou Rockchip Electronics Co. Ltd, an Integrated Circuit (IC) Design Company specializing in digital audio, digital video, and broadcast products has licensed and deployed the fully programmable CEVA-MM2000 portable multimedia solution in the latest generation RK28XX portable multimedia ICs.

The Rockchip processors are the first multimedia chips to deliver 720p High Definition support using the CEVA-MM2000 multimedia solution. The processors support a variety of mobile operating systems including Android and Windows CE and are shipping in high volume today in portable multimedia players (PMP) and mobile internet devices (MID) with well known international and domestic vendors.

“As a leader in the development of multimedia chipsets for portable multimedia end-markets, Rockchip continuously strives to advance IC designs and deliver better performance, functionality and differentiation to our customers,” said Feng Chen, chief marketing officer of Fuzhou Rockchip Electronics Co. Ltd. “By partnering with CEVA for their MM2000 portable multimedia solution, our new Android-capable high definition multimedia processors leverage CEVA’s programmable multimedia engine to enable the rapid deployment of additional multimedia codecs in our designs via firmware upgrade, without the need for costly and time-consuming silicon re-spins.” “Our ‘all-in-software’ MM2000 multimedia solution offers significant advantages to Rockchip for the development of portable multimedia chips for the ‘always-connected’ digital generation,” said Gideon Wertheizer, CEO of CEVA. “Partnering with an industry leader like Rockchip is a testament to the quality of our multimedia solution and demonstrates the continued industry momentum behind our programmable engine architecture over the traditional hardwired alternatives.”

The CEVA MM2000™ portable multimedia solution is designed around a single CEVA-X DSP core without requiring any accelerators or dedicated engines for video and audio processing, and is supported by an advanced set of development tools. These two factors dramatically simplify the application development process and minimize development time for multimedia products. In addition, the general-purpose open CEVA-X DSP at the heart of the MM2000 enables designers to integrate extra functionality in addition to video on the same solution. For example, audio, voice, Bluetooth, GPS, cellular baseband functionality or any proprietary algorithms that require signal processing capabilities can utilize the DSP core engine, thereby

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reducing costs and increasing differentiation for video-enabled products.

About Rockchip

Founded in 2001, Fuzhou Rockchip Electronics Co. Ltd is a professional Integrated Circuit (IC) Design company. Rockchip specializes in digital audio and digital video, providing customers with total solutions that range from chipsets to system SOC software. Rockchip excels in high-end chipsets for MP3 applications, and its customers include a number of well-known domestic and international manufacturers of portable MP3/MP4/PMP players, mobile handsets and electronic tutorial products. For more information about Rockchip, please visit <http://www.rockchips.com>.

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