

For Immediate Release

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**SyChip Receives *INTERNET TELEPHONY*<sup>®</sup> Magazine's  
2006 Product of the Year Award**

***SyVoice*<sup>™</sup> SV1000 VoIP Processor  
Recognized for Outstanding Innovation**

PLANO, TX, (February 6, 2007) — SyChip, Inc., a leader in Radio Frequency Chip Scale Modules (CSM) and a subsidiary of Murata Manufacturing Co., Ltd., announced today that Technology Marketing Corporation (TMC<sup>®</sup>)'s *INTERNET TELEPHONY* magazine ([www.itmag.com](http://www.itmag.com)) has named the SV1000 VoIP Processor as a recipient of a 2006 Product of the Year Award. *INTERNET TELEPHONY* has been the VoIP Authority Since 1998<sup>™</sup>.

“The SV1000 VoIP processor is the only product of its kind that is focused exclusively on low-power mobile VoIP communications. We are very proud to be recognized for this achievement by TMC and *INTERNET TELEPHONY*,” said Moses Asom, SyChip co-founder and senior vice president of marketing and business development. “The SyChip team understands the need for a low-power co-processor that enables mobile devices to add VoIP while maintaining long talk and standby times.”

“*INTERNET TELEPHONY* is proud to bestow SyChip, Inc. with a 2006 Product of the Year Award. Each year *INTERNET TELEPHONY* magazine recognizes companies that have demonstrated excellence in technological advancement and application refinements,” said Rich Tehrani, TMC President and Editor-in-Chief of *INTERNET TELEPHONY* magazine. “SyChip has proven they are committed to quality and excellence while addressing real needs in the marketplace. We're proud to honor their hard work and accomplishments and look forward to more innovative solutions from them in the future.”

SyChip's mobile VoIP solution, SyVoice, is a complete turn-key product targeted for cellular phones, VoIP phones, personal media players and hand-held gaming devices requiring VoIP communications. The SV1000 is an integral component of this technology providing all the real-time media processing. The device includes a high-speed digital signal processor (DSP) and analog-to-digital/digital-to-analog converters. The SV1000 works directly with the most popular cellular baseband and applications processors via a memory map interface. It also has a Secure Digital input/output (SDIO) interface to communicate with wireless LAN (WLAN) chipsets. The processor efficiently executes compute intensive algorithms like wide-band codecs, acoustic echo cancellers, encryption and jitter buffers.

A full list of Product of the Year winners will be published in the February 2007 issue of *INTERNET TELEPHONY* magazine ([www.itmag.com](http://www.itmag.com)).

For more information about TMC and INTERNET TELEPHONY magazine, please visit [www.tmcnet.com](http://www.tmcnet.com).

For more information on the SV1000 or other SyChip product, please visit <http://www.sychip.com/products.htm>.

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#### **About SyChip, Inc.**

SyChip, Inc., a subsidiary of Murata Manufacturing Co., Ltd., develops and markets Chip Scale Modules, Semiconductors and Software for the wireless mobile market. The company's RF modules are differentiated due to proprietary integration and low loss silicon technologies. As a result of this integration, world-class RF system design, proprietary multifunction ASICs, software and smart utilities, SyChip's RF designs drastically reduce component count, offer very small footprints and are easy to integrate into a mobile device. Customers benefit by significantly reducing their time-to-market, increasing performance and improving reliability of their wireless devices. SyChip has received multiple awards, including *Internet Telephony's* 2005 Product of the Year, Deloitte's 2005 "Fast 500", the TIECon 2005 Emerging Star Award, MobileTrax "2005 Mobility Award", finalist for the "2005 *Red Herring* 100", Deloitte's 2004 "Fast 500 Rising Star Award" and "Best Wireless Accessory" by *Handheld Computing*.

#### **About INTERNET TELEPHONY® magazine**

Since the first issue in February of 1998, INTERNET TELEPHONY is the only magazine that focuses on providing information in IP communications technologies. INTERNET TELEPHONY magazine provides readers with the best information necessary to learn about and purchase the equipment, software, and services. INTERNET TELEPHONY offers rich content from solutions-focused editorial content to reviews on products and services from TMC Labs and Miercom. The only BPA-audited publication that's 100% dedicated to providing the highest quality content for the IP communications market, INTERNET TELEPHONY has 55,000 dedicated readers.

#### **About TMC**

Technology Marketing Corporation (TMC) publishes four print publications: [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [SIP Magazine](#) and [IMS Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 2,600 sites in the world by [alexa.com](#)\*, TMCnet serves more than one million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), [Communications Developer Conference](#), [VoIP Demo](#), [IMS Expo](#) and [Call Center 2.0 Conference](#). TMCnet.com publishes more than 15 topical online newsletters. For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com). (\*alexa.com is an [amazon.com](#) company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.)