

Mitsubishi Digital Electronics America selects VividLogic software to develop OCAP™ based HDTV

Comprehensive OCAP solution for HDTV and STB; Integrated solution reduces time to market

FREMONT, CA, November 6th, 2006 – VividLogic Inc. today announced that Mitsubishi Digital Electronics America, Inc., a leader in HDTV technology, has selected VividLogic's Open Cable Application Platform (OCAP) 1.0 software for their next generation OCAP based HDTV.

"Mitsubishi is a leader in 1394 solutions and HDTV implementations for consumer electronic products. After careful consideration of competing vendor solutions, we selected the VividLogic OCAP solution based on their experience with different HD Decoder ICs, IEEE 1394, Java™ and HAVi™, and the flexibility of their OCAP framework. We're confident VividLogic will help us deliver OCAP functionality for our HDTV products" said David Naranjo, Director, Product Development at Mitsubishi Digital Electronics America.

VividLogic OCAP software and PFC framework provides (a) easy "plug in" of various hardware modules (multiple tuners of different types, Decoder ICs, etc), (b) support for DOCSIS Signaling Gateway (DSG), Multi-Card (MCARD), IEEE-1394, OCAP Extensions (DVR, etc), and (c) hooks for Blu-Ray (BDJ). The middleware can be configured as a stand alone OCAP STB or can integrate with legacy ASTC software in HDTV (OCAP HDTV) and share resources such as Video Planes and Tuners between native ATSC applications and downloaded OCAP applications simultaneously running on the system.

"Our CE customers have invested many man years in developing HDTV applications and would like to integrate their existing ATSC software into the OCAP infrastructure" said Shiva S. Patibanda, Chief Executive Officer, VividLogic Inc. "Our comprehensive software solution includes most of the necessary software modules for Open Cable Host Device (OCHD) 2.0 devices (both OCAP Set top Box and Terminal) and significantly reduces integration time and improves time-to-market."

About VividLogic OCAP Software

VividLogic is a leading provider of HDTV and STB software infrastructure that includes OCAP 1.0, , DSG, MCARD, ATSC and IEEE 1394 based networking software. VividLogic's OCAP 1.0 software is designed for both HDTV and STB and is initially available on ATI Xilleon™ (now AMD) and Broadcom ICs. Ports to other Decoder ICs are available on request. VividLogic, headquartered in Fremont, CA can be reached at +1 510-979-1394 ext 102 or on the Web at www.vividlogic.com.

About Mitsubishi Digital Electronics America, Inc.

Mitsubishi Digital Electronics America, Inc. manufactures and markets a comprehensive line of premium quality 1080p DLP® HDTVs, LCD HDTVs and 1080p LCD Flat Panel HDTVs. Recognized as the world leader and innovator of large display high-definition televisions, Mitsubishi Digital Electronics America builds products that lead the industry in quality, performance and ease-of-use. For additional information about MDEA, visit www.mitsubishi-tv.com.

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