

Corporate Backgrounder

Company Vision

Anywhere, anytime broadband access.

Company Overview

CrestaTech™ develops software-defined integrated circuits (IC) for the computing, mobile and consumer electronics market, an opportunity of 2 billion units per year. Our current focus is on providing universal broadband TV receiver technology for the PC and mobile electronics markets, allowing live analog and digital TV content to be as interactive and accessible as the Internet.

CrestaTech takes a unique approach to developing ICs by repartitioning the traditional hardware based TV receiver functions into a fully programmable radio frequency (RF) IC and software-based signal processing algorithms. Called Programmable Broadband, the CrestaTech technology dynamically balances quality, speed and power dissipation based on the broadcast environment and processing resources available. As a result, CrestaTech is the first company to offer a universal broadband receiver, CrestaTV®, which will allow mobile devices and PCs to receive region free, live analog and digital TV broadcast, radio and GPS signals.

Using our versatile solution, ODMs and OEMs can cost-effectively embed universal TV functionality in PC motherboards and mini-cards, mobile devices, televisions and set-top boxes, as well as in after-market retail products such as TV USB sticks. Because notebook and desktop PCs are ideally suited for CrestTech's software-defined receivers, we plan to target the computing segment first.

The market demand for a universal TV receiver is potentially enormous. A recent In-Stat report estimates that PCTV shipments will reach 50.5 million units by 2011, with growth rates remaining above 20% per year through 2011. At the Microsoft WinHEC conference in 2007, Microsoft PC-TV executives indicated that PC OEMs plan to incorporate TV functionality into all consumer PCs as soon as the price falls below \$10 total cost per unit. This represents a market opportunity of over 100 million units per year in the PC space alone.

However a number of technological and market barriers have so far prevented the development of a universal TV and video receiver, most notably the large number of mobile and terrestrial television standards used today. Because television broadcast standards vary by region and country, a universal receiver must support multiple standards. In addition, new standards are constantly emerging, particularly for mobile devices. Trying to support all these disparate standards on a single IC is nearly impossible and economically impractical; silicon-based hardware simply is not suitable to address them all.

Designing, building and marketing a complex IC capable of supporting multiple television standards presents numerous challenges. First, the design complexity increases development cost and time. Second, the large die area increases manufacturing cost and heat generation. Finally, the market cost of the IC would be up to four times more than the typical television receiver costs now, making it too expensive for ODMs and OEMs to incorporate.

CrestaTech solves these challenges with a new hardware and software partitioning of the RF receiver into a programmable RF IC and software-based signal processing algorithms within a multi-threaded software

framework. This innovative architecture is represented in the CrestaTV universal broadband receiver and achieves both low cost and universal support of multiple television standards that dedicated hardware silicon cannot. As such, CrestaTV exemplifies a lesser-known corollary to Moore's Law: what can be done in software will be done in software.

In addition to CrestaTV universal broadband IC and signal processing software, CrestaTech will provide a suite of applications, CrestaWare®, to support fast channel scanning, enhanced reception and TV and radio tower geo-location, as well as an open platform for the creation of TV applets within social media environment including MySpace, Facebook and others. Once PCs have TV, Radio and GPS anywhere access, the variety of applications are limitless.

About CrestaTech – The Programmable Broadband Company

Founded in 2005, CrestaTech is the first company to provide a software-defined silicon solution that can be programmed to work with the widest range of broadband frequencies and wireless standards used in laptops and portable devices. The initial area the company will tackle is the PCTV market with a universal solution for the reception of analog and digital TV, radio and GPS called CrestaTV. The flexible nature of the CrestaTech Programmable Broadband technology will target ever more portable and mobile devices and emerging communications protocols.

A venture backed startup headquartered in Santa Clara, Calif., CrestaTech is led by an experienced management team with extensive backgrounds in programmable RF, algorithms and parallel processing. Their collective expertise comes from earlier successful efforts in developing video, graphics and communications technologies at Sun Microsystems, GigaPixel, CompCore, Maxim Integrated Products, Philips Semiconductor, Xceive and STMicro.

Company Management

George Haber, Founder, Chairman and Chief Executive Officer

Haber is an engineer by training and the founder of three previous startup companies: Mobilygen (acquired by Maxim), GigaPixel (acquired by 3Dfx for \$186M) and CompCore (acquired by Zoran for \$70M). He served as a board member and executive vice president at Zoran, and as a VLSI engineering manager Sun Microsystems. He holds a BSEE Technion from the Israel Institute of Technology.

Mihai Murgulescu, Founder and Chief Technology Officer

Murgulescu has extensive experience in RF design and architecture. He has lead RF design teams at Maxim, here he developed a satellite radio product line that established Maxim's

leadership in that market, and at Philips Semiconductor, where he designed the industry's most advanced RF paging tuner. He holds a Ph.D. in microwave electronics from the University of Paris.

Pierre Favrat, Chief Operating Officer and Vice President, Engineering

Favrat was the founder and chief executive officer at Xceive, where he led development of programmable radios for television. He also served as project lead and manager for mobile phones at STMicro. He holds a Ph.D. in electronics from the Swiss Federal Institute of technology.

Constantin Cojocaru, Vice President, Software Engineering

Cojocaru led development of streaming video and audio applications for PC, consumer and mobile applications at Vidiator (now Hutchison Whampoa), Luxxon, Neomagic, and CompCore (acquired by Zoran). He holds a BSEE degree from the University of Bucharest.

Ramon Cazares, Vice President, Business Development

Cazares has more than 20 years of experience in bringing new RF and IC technologies to consumer and computing markets. He previously held senior-level executive and management positions at Xceive Corporation, TeleCruz Technology, Cirrus Logic, VLSI Technology and NEC Electronics. He has a BSEE degree from the University of California, Davis.

Company Timeline

2005 Founded by Mihai Murgulescu and George T. Haber

2006 Secured \$1.5M from Andy Bechtolsheim

2007 Key Patents Filed

2008 Secured \$5M from Sofinnova and Andy Bechtolsheim

2009 Introduced CrestaTV Universal Broadband Receiver for TV, RADIO & GPS

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