



Press Release

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L&T House, 2nd Floor

Ballard Estate, Mumbai 400 001

Tel: 91 22 6752 5656 / 836

Fax: 91 22 6752 5796

Mixel and GDA Technologies Partner to Deliver a Complete UFS MIPI Solution

Joint collaboration to provide low-risk, low-power, low gate-count total integrated solution to the customer

Warsaw, June 17, 2013 — [GDA Technologies Inc.](#) (a Larsen & Toubro company) and [Mixel Inc.](#)[®], today announced the availability of a complete solution for the Mobile Industry Processor Interface ([MIPI](#)[®]) supporting M-PHY Universal Flash Storage (UFS) use-case. This joint solution consists of the [Mixel MIPI M-PHY](#) (Physical Layer) and the GDA MIPI UniproSM and UFS Cores delivered as silicon Intellectual Property (IP).

The complete [MIPI solution](#) will enable both Mixel and GDA Technologies to provide their customers with a comprehensive, low-risk, low-power, low gate-count and an extensively featured MIPI solution. It will be further expanded to support all other [M-PHY](#) use cases, such as DigRF, CSI-3, LLI, SSIC, and Mobile PCIe.

GDA concurrently joins Mixel's [MIPI Central partnership](#) which brings together many best-in-class MIPI ecosystem stake-holders, all focused on providing the end-customer with all the products and services needed to minimize time-to-market, maximize product quality, while helping differentiate customers' products supporting MIPI.

"We are delighted that GDA Technologies is joining Mixel's MIPI Central and that we are taking our five-year-old collaboration to the next level," said Ashraf Takla, President and CEO of Mixel, Inc. "GDA Technologies brings a comprehensive expertise in high-speed digital IP interfaces and the entrepreneurial spirit of a Silicon valley company that is backed by the vast resources of L&T, a fourteen billion dollar multinational conglomerate."

"We have achieved multiple first-silicon successes with Mixel's MIPI PHY, while supporting our mutual customers, as both a digital IP and ASIC design service provider. We are looking forward to taking this collaboration to the next level with the second-generation MIPI high-speed interfaces, a market segment that is showing rapid growth," said Dr Keshab Panda, Chairman of GDA Technologies Inc. and Chief Executive, L&T Technology Services.

Mixel and GDA will be demonstrating their integrated solution at the upcoming [MIPI Alliance](#) face-to-face [meeting](#) in Warsaw, Poland. The demonstration will combine Mixel's M-PHY daughter card with the off-the-shelf FPGA board, incorporating Mixel's M-PHY RTL and GDA's Unipro RTL.

For more information contact:

Han Mai
Mixel, Inc.
(408) 436-8500 x115
marketing@mixel.com
www.mixel.com

Meghna Saboo
Larsen & Toubro
(+91) 981 979 5952
Meghna.saboo@lnties.com
www.gdatech.com

About Mixel®:

Mixel is the leader in mixed-signal mobile IPs and offers a wide portfolio of high-performance mixed-signal connectivity IP solutions. Mixel's mixed-signal portfolio includes PHYs and SerDes, such as Mobile PHYs ([MIPI® D-PHY](#), [M-PHYSM](#), [DigRFSM](#), and [MDDI](#), and [LVDS](#)), general purpose Transceivers, and high-performance PLL and DLL IP cores. For more information contact Mixel at info@mixel.com or visit www.mixel.com.

About GDA Technologies, Inc.

GDA Technologies is a leading Electronic Design Services (EDS) and Silicon Intellectual Property (SIP) solution provider for the Embedded, Networking, and Consumer Electronics Market and offers ASIC IPs, Total System Solutions for those IPs including Software and Drivers, and also provide IP based Services.

About Larsen & Toubro:

Larsen & Toubro is a USD 14 billion technology, engineering, construction, manufacturing and financial services conglomerate, with global operations. It is ranked 4th in the global list of Green Companies in the industrial sector by the reputed international magazine *Newsweek*, and ranked the world's 9th Most Innovative Company by *Forbes International*. L&T is one of the largest and most respected companies in India's private sector. A strong, customer-focused approach and the constant quest for top-class quality have enabled L&T to attain and sustain leadership in its major lines of business over seven decades.

About The MIPI Alliance

MIPI (MIPI®) Alliance is a global, collaborative organization comprised of companies spanning the mobile ecosystem that are committed to defining and promoting interface specifications for mobile devices. MIPI Specifications establish standards for hardware and software interfaces which drive new technology and enable faster deployment of new features and services across the mobile ecosystem. For more information, go to www.mipi.org.

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