



**Zentek, ASMedia and Importek Alliance**  
**for the Joint Development to Implement Highly Integrated**  
**iDTV Solution for Global DTV Markets**

**September 12, 2006** Zentek, ASMedia and Importek today announced the 3-way alliance agreement for the cooperation whereby Zentek will incorporate software and jointly design and develop DTV board with Importek based on ASMedia's ASM1310 integrated iDTV controller for Japan and USA markets. Importek will also manufacture jointly developed highly integrated iDTV module for ARIB (for Japan) and ATSC (for USA). This cooperation will make the iDTV solution cheaper, smaller, faster time-to-market. ATSC (USA market) standard iDTV sample boards will be available by the end of Q1, 2007. ARIB (Japan market) standard iDTV sample boards will be available in Q2, 2007.

ASMedia announced ASM1310, a highly integrated iDTV controller with extremely high video quality. It integrates STB's backend functions such as transport demux and MPEG decoder. In addition, it also includes high quality video processing engines from ASMedia. The good selling points compared to current boards in market are:

- ⇒ Perform motion adaptive de-interlace with motion detection in both temporal and spatial domains by using ASMedia's proprietary *SDE* (Smart Detection Engine) technology.
- ⇒ Built in world class color processor with ASMedia's proprietary BRAVO (Brilliant Adaptive Visual Optimization) technology to enrich color representation of image on LCD panel and offer manufacturers flexibility to adjust their desired setting.
- ⇒ Enhanced scalar quality with another ASMedia's proprietary technology, *SEW* (Scalar Enhancement Wizard) processor. This technology will perform dynamic noise reduction based on content.
- ⇒ Perform standard definition and high definition MPEG video decoding for DTV
- ⇒ Perform digital audio decoding for DTV based on different regions (i.e. AAC, AC-3, MPEG audio, etc.)
- ⇒ Integrating dual channels LVDS transmitter for various panel application.



With Zentek's superior middleware stack and application hardware technology in DTV field, and Importek's experienced DTV hardware development and manufacturing capability, Importek and Zentek once again announced their cooperation intention with ASMedia to integrate analog scalar board and digital tuner board into one board solution. The iDTV solution not only enhances the performance and reliability, reduce development time and cost, but also minimize board space.

ASMedia Technology's Vice President, Mr. Hsu-huang Cheng stated with confidence today that "By partnering up with Zentek and Importek, we believe customers who use our iDTV module will enjoy an excellent Digital TV experience."

Zentek CEO Mr. Ohtani also claimed that "the cooperative iDTV solution will take us to another level of integration and flexibility for DTV markets."

Importek President Mr. Lee also agreed that the future of iDTV solution will be succeeding better than the non-integrated solutions in DTV markets. The market growth and application variety on High definition TV markets will keep climbing in the next five years.

#### **About ASMedia Technology Inc.**

ASMedia Technology Inc., a subsidiary of AsusTek Computer Inc. (<http://www.asus.com.tw/>), is one of leading fabless IC design companies focusing on consumer electronics and entertainment types of applications. Founded in 2004 with headquarter in Taipei, Taiwan, ASMedia Technology Inc. provides solutions for portable media players (PMP), MP3 players, digital photo frame, LCD TV and iDTV. ASMedia Technology's highly integration SOC (System-On-Chip) enables customers with ease of system design and ultimately, delivers customers values of reducing system cost and excellent quality in audio, video and image.

More information is located on the World Wide Web at: <http://www.asmedia.com.tw/>

#### **About Importek**

Inventec Multimedia & Telecom Corporation (Importek) was established in 1999, is headquartered in Taipei, Taiwan; and has manufacturing sites in Penang, Malaysia, and Tien-jin, China. Importek mainly develops and produces products covering IP telephony products, micro camera modules, mobile storage, digital TV solutions, etc. Importek also serves many first tier international customers, such as Cisco, Sony, Hewlett Packard, etc.



In the long-term trusted collaboration between both manufacturing sites and the Taipei headquarter, Importek has demonstrated a tremendously and excellent performance in each related aspects to meet our customers satisfaction, Importek was awarded the 9th ranking among the 50 fast growth companies and the 10th ranking in Manufacturing Industry of Telecommunication and Networking. Importek has very close relationship with Zentek Technology Japan, Inc. in research & development, manufacturing, and sales & marketing. Importek offers various digital TV solutions including ATSC, ARIB, DVB-T modules and Set-Top Box to meet customer requirement and Time-To-Market opportunity.

More information is located on the World Wide Web at: <http://www.importek.com/>

### **About Zentek Technology Group**

Zentek Group develops and licenses software such as middleware libraries and authoring tools for the Digital TV and provides hardware solution and engineering services for Digital TV, mobile digital devices and network products for the world wide basis.

Zentek Technology Group was established in 1997 in Silicon Valley, California, USA. Zentek Technology Japan, Inc., the Group Headquarter, is listed on Hercules – Nippon New Market Exchange in Japan. Zentek Technology Group's worldwide offices are located in Japan, United States, United Kingdom and Singapore.

More information about Zentek Technology Group can be found at <http://www.zentek.com.sg/>, <http://www.zentek.com/> and <http://www.zentek.co.jp/>