

Graphin and Mixel to Collaborate in Producing "Golden M-PHY" IC to Be Used in Graphin's Evaluation Systems

SAN JOSE, Ca., Feb. 15/KYODO JBN/—

Mixel Inc., the leader in mobile mixed-signal intellectual property (IP), and Graphin Co., Ltd., a rapidly emerging leader for image sensor evaluation suites, announced on February 15 that Graphin will license the Mixel M-PHY IP and that the two companies will collaborate to produce a "Golden M-PHY" IC to be used in Graphin's evaluation systems.

Mixel will support Graphin's plans to build an M-PHY evaluation system, and the two companies will collaborate in developing and supporting a vibrant MIPI ecosystem.

Mixel and Graphin plan to capitalize on their leadership positions in the D-PHY IP and evaluation system markets, respectively, and extend those leadership positions into the M-PHY marketplace, which is now in its infancy.

Mixel is leveraging its Silicon Proven 5Gbps technology used in the MXL-SRDS-4254 to rapidly make the "Golden M-PHY" IC available to Graphin and its other customers.

"We considered many options before choosing Mixel as our M-PHY partner. Mixel's mobile mixed-signal IP leadership and silicon-proven technology were critical factors in our decision," said Tomoaki Kurosawa, President of Graphin. "We are confident that this effort will play a key role in accelerating the adoption of MIPI as the next generation mobile interface, and will help Graphin and Mixel to further cement our leadership positions," he added.

"We are delighted that Graphin, the premier image sensor evaluation company, has chosen Mixel as its M-PHY partner. We are looking forward to working closely with Graphin to provide our end customers with the best possible MIPI PHY and evaluation solutions," said Ashraf Takla, CEO of Mixel. "A unique attribute of the MIPI PHY standard is the many options that it supports. In most of the target applications, power, area, and total cost are all parameters of paramount importance. The M-PHY standard allows for many options that enable an optimized shrink-wrapped solution for many different applications by using the right mix of options. The permutations are huge, and a one-size-fits-all approach will not do. This kind of marketplace plays to Mixel's strengths, namely being able to provide silicon-proven yet customizable, high quality differentiated IP at reasonable cost," he added.

For more information regarding MIPI M-PHY and our partnership, please visit us at the MIPI Alliance Zone at the 2010 Mobile World Congress Stand 2H41.

About Graphin

Graphin Co., Ltd., a rapidly emerging leader in evaluation suites for image sensors, designs and develops image input boards, evaluation systems for image sensor products, and digital input/output boards that support industrial cameras. The company's MIPI-based product series of evaluation systems for images generated from CMOS image sensors (CIS), "GPirates", is fully compliant with the four-lane MIPI CSI-2 standard.

About Mixel

Mixel is the leader in mixed-signal mobile IPs and offers wide portfolio of high performance mixed-signal connectivity IP solutions. Mixel's mixed-signal portfolio includes PHYs and SerDes (suitable for PCI Express, SATA, EPON, XAUI, Fiber Channel, DDR, and LVDS), Mobile PHYs (MIPI D-PHY, M-PHYSM, and MDDI), general purpose Transceivers, and high performance PLL and DLL IP cores.

Source:

Graphin Co., Ltd.