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**Press Release from CSR**

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**CSR Announces SiRFstudio™ Client LoCoMo API – Powerful, Flexible  
Location-Aware API for Android® Developers**

Enhanced Signal Analysis means more accurate, compelling applications for any MEMS-equipped Android device for apps such as gaming and fitness

**Cambridge, UK and San Jose CA, USA – 5 January 2012** – CSR plc (LSE: CSR; NASDAQ: CSRE) today announced the availability of the SiRFstudio™ Client LoCoMo API, which gives developers the tools to add location, as well as context-awareness of pedestrian motion, on any MEMS-enabled Android device.

LoCoMo API innovations are based on the concept of “Locomotion” allowing the differentiation between different modes of physical movement, such as walking and running. These capabilities can be used to distinguish applications in a number of categories, such as gaming and physical fitness. The LoCoMo API Software Developer Kit ([SDK](#)) comes with a [fitness applet](#) called “GoRun” developed by CSR to illustrate LoCoMo API capabilities.

“CSR sees a strong desire on the part of application developers to bridge the physical and virtual worlds,” said Ashu Pande, General Manager and Managing Director, Infrastructure and Services Business Unit (ISBU) of CSR. “Developers of games increasingly demand a means of incentivising physical activity with virtual rewards, and fitness application

developers would like applications that can sense motion and classify and quantify physical activity throughout the day -- not just during exercise routines.”

“With the SiRFstudio Client LoCoMo API, CSR is giving developers the benefit of our deep expertise in location and related signal processing so they may create compelling, differentiated applications,” he added.

LoCoMo API offers alternative location determination by providing Cell ID/Wi-Fi positioning when GPS is unavailable by utilising CSR’s cloud hosted Cell/Wi-Fi® Access Point Position Database and Motion (i.e. device heading, pitch, and roll) sensing. The LoCoMo API’s “Locomotion Context” capability is a significant advance over existing mobile phone pedometer APIs that force developers to assume a static human stride length. This approach creates significant error in the calculation of distance travelled, calories burned and other related values.

In contrast, the LoCoMo API automatically recognises if the user is walking, fast walking, jogging, running, ascending/descending floors via stairs or elevator/escalator, and varies stride appropriately. The LoCoMo API uses the gait context information, which can change constantly during the course of an exercise routine, to provide accurate calculation of distance travelled, calories burned and more. In addition, automatic classification of physical activity simplifies application user interface by reducing the need for users to manually identify their activity.

Interested developers may request access to the LoCoMo API/SDK by contacting CSR at [LoCoMo@csr.com](mailto:LoCoMo@csr.com)

Visit the CSR booth at CES 2012 (South Hall #30337) to see a demonstration of consumer products powered by CSR.

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## **About CSR**

CSR is a global provider of innovative silicon and software solutions for the location-aware, media-rich, cloud-connected world. Our platforms are optimised for the automotive navigation and [infotainment](#), digital cameras and imaging, connected home infotainment and wireless audio markets. We provide solutions to complex problems in the audio-visual, connectivity and location technology domains across a broad range of markets, with a technology portfolio that includes [GPS/GNSS](#) systems, [Bluetooth®](#), Wi-Fi®, FM, NFC, aptX® and CVC™ [audio codecs](#), JPEG, MPEG, H.264 imaging, IPS printing, microcontrollers, DSPs and broadband receivers. CSR's technology solutions and market platforms enable its customers to deliver a superior user experience and are adopted by

leaders in the auto, computer, home and mobile markets. More information can be found at [www.csr.com](http://www.csr.com). Keep up to date with CSR on our [blog](#), or follow us on Twitter at [twitter.com/CSR\\_plc](https://twitter.com/CSR_plc).

## **CAUTIONARY NOTE ON FORWARD LOOKING STATEMENTS**

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This press release contains certain statements (including, statements concerning plans and objectives of management for future operations or performance, or assumptions related thereto) that are 'forward-looking statements' within the meaning of the United States Private Securities Litigation Reform Act of 1995 in relation to the future performance and outlook of CSR's LoCoMo API solution, its performance characteristics in customer's products, as well as other future events and their potential effects on CSR. These forward-looking statements can be identified by words such as 'will,' 'deliver,' 'to enhance,' 'to enable,' and other similar expressions regarding the performance characteristics of CSR's products and solutions, and their potential effects on CSR. Any future release of CSR's LoCoMo API solution or related products or modifications to such products' capability, functionality or features are subject to ongoing evaluation by CSR and its customers, and may or may not be implemented and should not be considered firm commitments by CSR and should not be relied upon in making purchasing decisions. Such forward-looking statements represent the current expectations and beliefs of management of CSR, and are based upon numerous assumptions regarding CSR's business strategies and the environment in which CSR will operate and therefore involve a number of known and unknown risks, contingencies, uncertainties and other factors, many of which are beyond the control of CSR, including, but not limited to, those detailed from time to time in CSR's periodic reports (whether under the caption Risk Factors or Forward-Looking Statements or elsewhere), which are available at the SEC's web site <http://www.sec.gov>. Each forward looking statement speaks only as of the date hereof. CSR does not undertake to release publicly any updates or revisions to any forward looking statements contained herein, otherwise than required by law.

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