



---

P R E S S   R E L E A S E

---

**Press Release from CSR**

FOR RELEASE ON 5 JANUARY 2012

**For more information contact:**

**US:**

Lori Evans  
Evans Public Relations  
+1 (650) 200-5891  
[csr@evanspublicrelations.com](mailto:csr@evanspublicrelations.com)

**UK:**

Sally Brown  
Rocket Communications  
+44(0)845 370 7024  
[csr@rocketcomms.net](mailto:csr@rocketcomms.net)

**CSR Helps Make New NEC CASIO Mobile Communications MEDIAS™  
Smartphone Even Smarter**

CSR enables Bluetooth® Smart Ready Android® Smartphones to connect for the first time to various Bluetooth Low Energy devices including the new Remoppi Bluetooth Smart remote

**Cambridge, UK and San Jose CA, USA. – 5 January 2012** – CSR plc (LSE: CSR; NASDAQ: CSRE) today announced that NEC CASIO Mobile Communications has deployed CSR's CSR8000™ connectivity platform along with CSR Synergy™ for Android software for its innovative new MEDIAS Android smart phone for winter 2011/12. The MEDIAS is the first Android phone capable of connecting via **Bluetooth Low Energy** (BTle) to a variety of low-power peripherals and accessories, such as the new NEC CASIO Mobile Communications "Remoppi". The Remoppi is a small CSR-powered key ring remote that enables users to find lost phones or keys, and be alerted to incoming email or calls when their phones are out of reach.

“CSR was the only provider who could offer an innovative solution with everything we needed to quickly and seamlessly deliver connectivity with low-power consumption for our new smart phone and accessories,” said Mitsuhiro Hirashima, General Manager for NEC CASIO Mobile Communications. “This offering is one of a great many new innovations made possible by Bluetooth low energy that will change the way consumers interact with their mobile handsets, and make life more convenient for them.”

## **CSR Delivers Connectivity**

The connectivity for the new MEDIAS is provided via the [CSR8811™ Smart Ready Bluetooth 4.0 device](#) and is the first commercially available Android smartphone to support the Phone Alert Status, Proximity, FindMe, Alert Notification and Time Bluetooth low energy profiles, which make it possible to connect to a number of new peripheral devices in use cases where battery life was previously a concern. Examples include: proximity tags such as the Remoppi; wrist watches that connect wirelessly to smart phones for time synchronisation or notification of incoming calls and last for years on the same battery; heart monitors that keep you in the zone when going for a run; and pedometers and other sporting devices that relay relevant information to users' phones and more.

Many Bluetooth Low Energy accessories coming to market – including the NEC CASIO Mobile Communications Remoppi -- are developed using CSR µEnergy® single-mode [Bluetooth Low Energy platform's CSR1000™](#). The CSR µEnergy single platform has been optimised to support only Bluetooth Low Energy features, allowing products to not be limited by size constraints, but be cost-effective and power-efficient to run for years on a single-coin cell battery. The platform offers single-mode chips that complement CSR8000 dual mode offerings to provide a complete range of Bluetooth Low Energy solutions - making CSR one of the few companies that delivers an end-to-end Bluetooth Smart and Smart Ready solution.

CSR was the first company to qualify a Bluetooth low energy software solution for Android, with its CSR Synergy for Android product. The latest version of Android OS, as it stands today, does not yet have this Bluetooth low energy (BTLE) software support built in. The CSR8811 is used in conjunction with CSR Synergy for Android systems software to enable the BTLE support for the MEDIAS. The package speeds and simplifies the integration of multiple wireless technologies, speeding time-to-market and reducing development cost by including everything from low-level transport drivers, advanced connectivity stacks to high level UI add-ons for Android. The

combination of the CSR8811 and [CSR Synergy](#) for Android enables NEC CASIO Mobile Communications as well as other third party application developers to innovate with their own unique BTle applications, bringing a richer feature set to end-users more quickly and seamlessly.

“The new NEC CASIO Mobile Communications MEDIAS smartphone represents an early example of how new-generation connectivity solutions and Bluetooth standards are helping to expand the application variety and usefulness of digital devices in fundamental ways,” said Ahmet Alpdemir, Senior Vice President for CSR Mobile. “The pairing of the MEDIAS smartphone with the Remoppi solves a frustrating challenge - losing cell phones or keys - and is one of many ingenious and truly helpful new use cases we’ll see over the coming months.”

### **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).

### **About NEC CASIO Mobile Communications, Ltd.**

NEC CASIO Mobile Communications provides innovative mobile handsets for major wireless providers in Japan and the U.S.A. The company was established in 2010 after spinning off from NEC Corporation's mobile handset business. Later that year, it merged with Casio Hitachi Mobile Communications Co., Ltd. a joint venture between Casio Computer Co., Ltd., and Hitachi, Ltd. NEC CASIO Mobile Communications aims to build an enriched communication linked society utilising mobile handset solutions crafted from imagination and creativity. For more information, go to <http://www.nec-casio-mobile.com/>

# # #

## **CAUTIONARY NOTE REGARDING FORWARD LOOKING STATEMENTS**

---

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 connectivity platforms and software solutions, their 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 connectivity platforms and software 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.

Bluetooth® and the Bluetooth logos are trademarks owned by Bluetooth SIG, Inc. and licensed to CSR.

Wi-Fi®, Wi-Fi Alliance®, WMM®, Wi-Fi Protected Access®, WPA®, WPA2®, Wi-Fi Protected Setup™ and Wi-Fi Multimedia™ are trademarks of the Wi-Fi Alliance.

Android® is a trademark owned by Google Inc.

MEDIAS™ is a trademark owned by NEC Casio Mobile Communications, Ltd.

Other products, services and names used in this document may have been trademarked by their respective owners.