



PRESS RELEASE



For Immediate Release

e-con Systems India (P) Ltd.

+91 44 42033600

sales@e-consystems.com

MosChip

Vamshi Kandalla

vkandalla@moschip.com

MosChip Semiconductor and e-con System's announce exclusive partnership for Windows Embedded CE support and BSP development for MosChip's network appliance processors

St. Louis, USA/Chennai, India – March 6' 2009

e-con Systems Inc., a leading **Embedded Design Services company** based out of St Louis, USA and Chennai, India and **MosChip Semiconductor**, a leading provider of high Performance connectivity solutions for consumer, industrial and computing applications, announced an alliance, where e-con Systems will offer Microsoft Windows® Embedded CE support for MosChip's range of network appliance processors.

e-con Systems is acknowledged by Microsoft® as a GOLD LEVEL Partner, offering complete solutions built on Windows Embedded CE. These solutions include Windows Embedded CE BSP development, BSP porting, device driver development and application development.

MosChip is a fabless semiconductor company offering products that include USB, PCI and PCIe connectivity; network appliance processors and co-processors; and audio-video content processors. These semiconductors are well suited for a variety of applications across consumer, industrial, networking and other such electronics markets.

Windows Embedded CE provides a 32-bit native, componentized, hard real-time operating system designed for small footprint devices, ranging from power-conscious GPS handhelds to real-time, mission-critical industrial controllers, which are targeted by MosChip's range of processors. With production ready BSP available from e-con, MosChip's customers will find it handy to develop their application on top of the evaluation kit and can significantly reduce design time and design investments hence reducing overall cost and time to market.

"Our alliance with e-con Systems expands our ability to empower our customers with more complete off-the-shelf system solutions that can be made ready for worldwide market deployment in weeks rather than months," said Bhanu Nanduri, chief operating officer of MosChip Semiconductor. "Customers can bring to market a wide range of products such as, USB servers; NAS; POS; digital signage; Serial over IP; PC and media docking stations; and other related products in record time."

"This partnership with MosChip is a natural progression of our Windows Embedded CE BSP development initiatives and will bring together organizations with complementary skill sets," added Ashok Babu, President e-con Systems. "With e-con's specialization in delivering production quality BSP, MosChip can offer a ready solution to its OEM customers interested in developing smart Windows Embedded CE based devices in the shortest possible time."

"We are pleased to work with partners like e-con to drive the development of smart, connected, service-oriented devices," said Olivier Fontana, Group Product Manager at Microsoft Corp. "Windows Embedded CE, and the entire Windows Embedded portfolio of products, enables OEMs and developers to incorporate differentiating features in their devices and bring them to market more quickly."

About e-con Systems:

e-con Systems, acknowledged by Microsoft as a **Windows Embedded Gold Partner**, is an embedded product development services company focused on end-end product development. e-con Systems has expertise in mobile processors such as PXA270, PXA320, AU1250 and has been using its product



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engineering services to help customers on development of products such as digital picture frames, point of sale terminals, handheld single board computers etc.

Besides this, e-con provides systems integration services such as Windows Embedded CE or Linux BSP porting solutions and device driver development. Also e-con's design services have been used by customers across the globe for hardware design of their products. Visit www.e-consystems.com

About MosChip Semiconductor Technology Ltd.

MosChip Semiconductor Technology Limited, a fabless semiconductor company, was founded in 1999 with headquarters and a design center in Hyderabad, India. The operations, sales and marketing activities are conducted via its wholly owned subsidiary, MosChip Semiconductor Technology, USA. The company has several products that include USB, PCI and PCIe connectivity; network appliance processors and co-processors; and audio-video content processors. For more information about MosChip, please visit www.moschip.com.

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