



## **Samsung Announces General Availability of HD Radio™ Module Solution**

SEOL, KOREA, 20 May 2008 – SAMSUNG Electro-Mechanics, a global leader in the electronic components industry, announced today that its HD Radio Module solution is ready for production. This new module provides the capability and flexibility to the digital radio receiver and system designer due to the low power consumption and small dimension. The module will be available in August 2008 and priced in the low US\$20 range. [Detailed diagrams of the module are available on the attached fact sheet.]

“Samsung’s advantages are that we have our own chipset solution, a low-power, high-performance baseband chip (SHDR 200A) chip which is based on based on iBiquity's Cayman core, and a companion, cost-effective, low power, RF front end chip (the SHDR 100A),” said S. G. Hong, Senior Vice President, Samsung Electro-Mechanics. “What is more Samsung has comprehensive field and design experience with dozens of Japan and US based Customers,” he added.

### **About HD Radio™ Broadcasting**

HD Radio broadcasting is available across the United States – to over 80 percent of the population and is being testing around the world. More than 1,600 AM/FM US stations are currently offering subscription free digital content, including more than 700 HD2/HD3 multicast stations offering unique formats and content. All a consumer needs is a new HD Radio receiver; the content is free. There are over 60 distinct HD Radio receivers for sale at thousands of retail stores and online. The radios are priced for everyone from under \$100 from major mass-market retailers across the U.S. With HD Radio technology, everyone can experience the crystal-clear digital sound on AM and FM as well as the broadcast-exclusive new FM channels.

Inspired by HD Radio technology’s ability to deliver digital quality sound and services while leveraging existing analog spectrum, many other countries are now testing or adopting HD Radio technology, including Brazil, Canada, China, Germany, Indonesia, Mexico, New Zealand, Philippines, Poland, Switzerland and Thailand.

### **About Samsung Electro Mechanics Co., Ltd.**

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## **ELECTRO-MECHANICS**

SAMSUNG Electro-Mechanics, a leading electronic parts and components manufacturer, concentrates on developing and producing promising new products such as materials (chips, circuit boards), RF & Network (digital tuner, mobile RF, network module) and optics (camera module, led, optical module) components.

Samsung Electro-Mechanics aims to be one of the world's top three electronic parts makers by 2010, with annual sales of W9 trillion and profits amounting to 15% of sales.

Samsung Electro-Mechanics repositioned itself as a technology-driven company, strengthening global competitiveness, business concentration and increasing its scale and cultivating a new vision mindset. <http://www.sem.samsung.com>

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