

ULE Solutions for non-DECT aware Customers



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Business Development
September 2011



Agenda

- Dialog and wireless connectivity
- New wireless applications – Ultra Low Energy
- New customers
- SmartPulse™ products
- Summary



Dialog and wireless connectivity

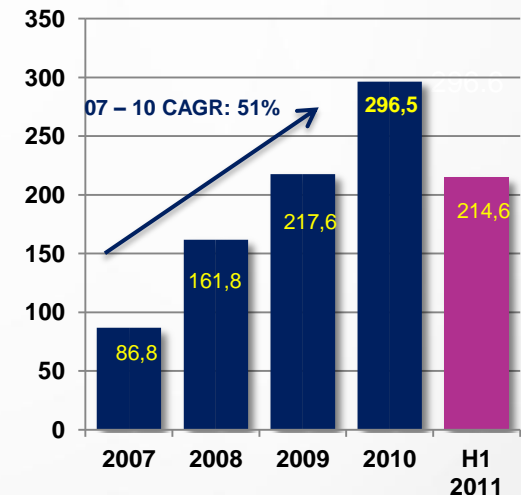
Dialog Executive Overview



- **Fabless provider** of highly integrated power management mixed signal Integrated Circuits (ICs). Listed on Frankfurt Stock Exchange (FWB:DLG). \$1 Billion market capitalization.
- Successful with leading OEMs in **high volume, high growth** portable devices
 - Smartphones & Tablet PCs
 - Portable Media devices
 - Digital Cordless and short range wireless
- **Record 2010 revenue** of \$296.6 million – a 36% growth over 2009 with strong start to 1HF 2011
- **Acquisition of SiTel Semiconductor**
 - Added short range wireless connectivity and VOIP to our technology portfolio



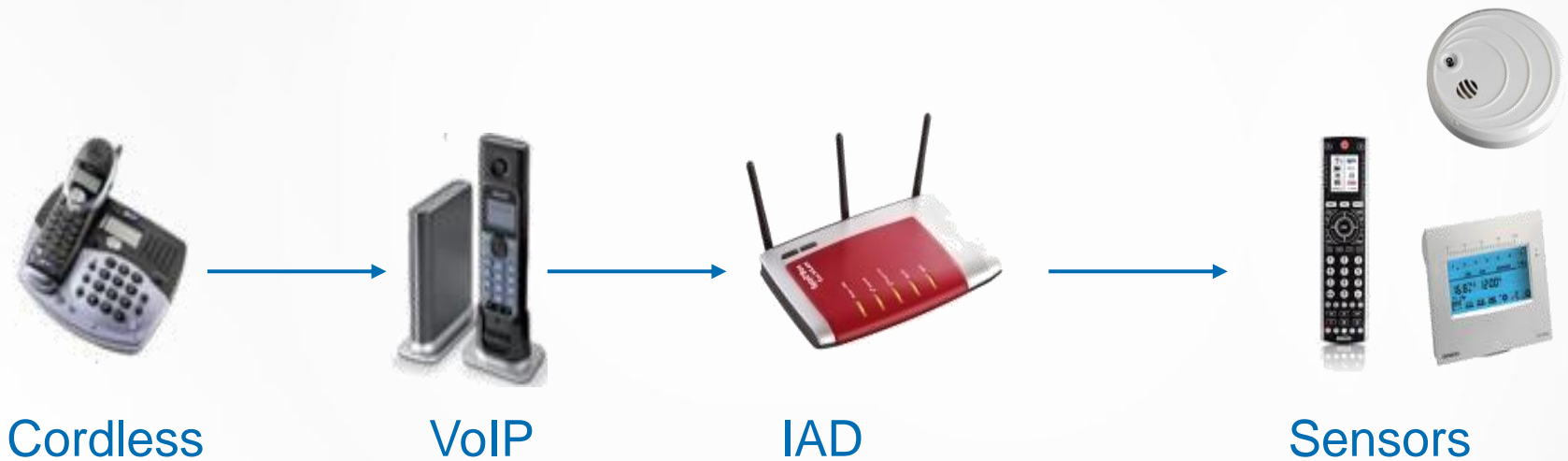
Annual Revenue (\$ Million)





New Wireless Applications

DECT application track

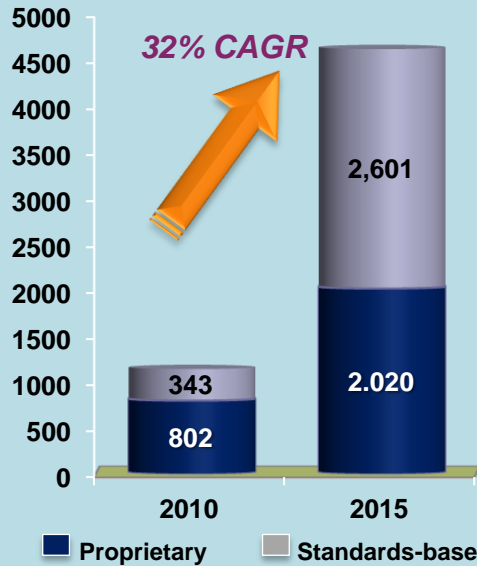


Market Opportunity



Short-Range Wireless Unit TAM

Million- Units



Source: IMS Research 2011, Dialog estimates
Excludes Standard Bluetooth & Wi-Fi

Consumer: 36% Unit CAGR (2010-2015)



Medical & Sport: 37% Unit CAGR (2010-2015)



Home Automation: 33% Unit CAGR (2010-2015)



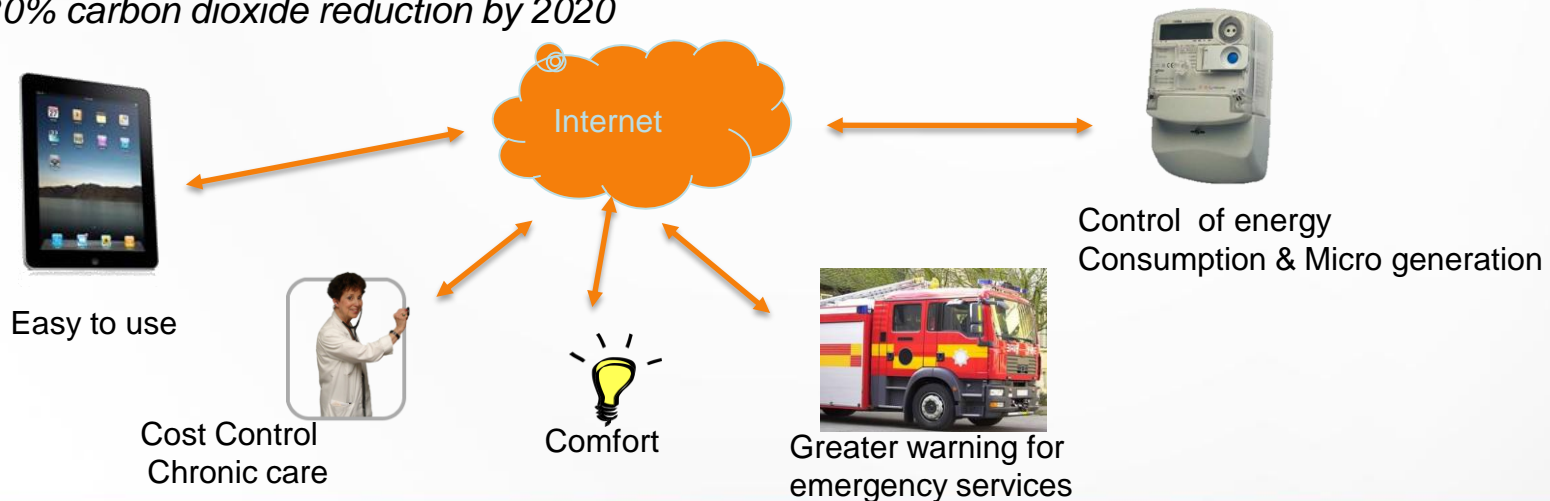
Large market opportunity, transitioning from largely proprietary today to more standard based solutions - consumers want low prices and ease of use

Wireless Sensors Market Drivers



- Home automation → Comfort
- Health care → Aging population and cost of care
- Security → Safety
- Smart Metering → Energy/Environmental Awareness

20% carbon dioxide reduction by 2020



DECT ULE Key Advantages



- Ease of use / ease of installation
 - Whole house coverage with simple network (star)
 - No network planning, no interference
 - Worldwide available
- Mature Internet access through installed IAD
- Voice enabled
 - One technology for voice / sensors / data
- 10 year battery life capability



Need a new technology?



IAD

DSL

Coax

LTE



- ✓ WiFi
- ✓ DECT/ULE

ULE



Smart Meter

PLC



WiFi & DECT/ULE



Handheld IP



DECT ULE enabled
White Goods & Lighting

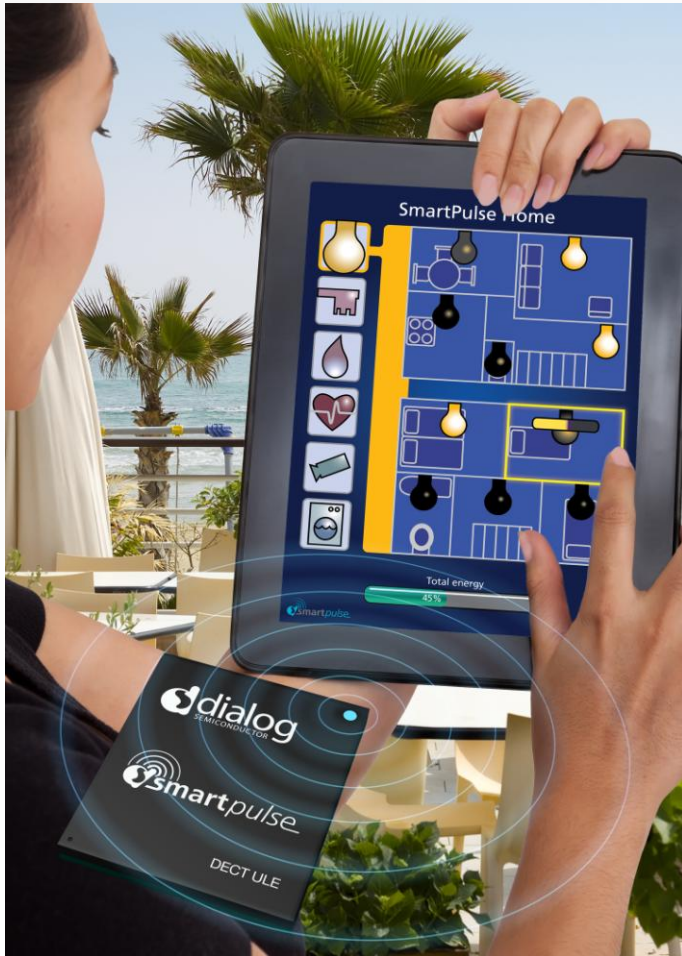


ZigBee/ULE ?



IHD

Wireless Sensor Networks



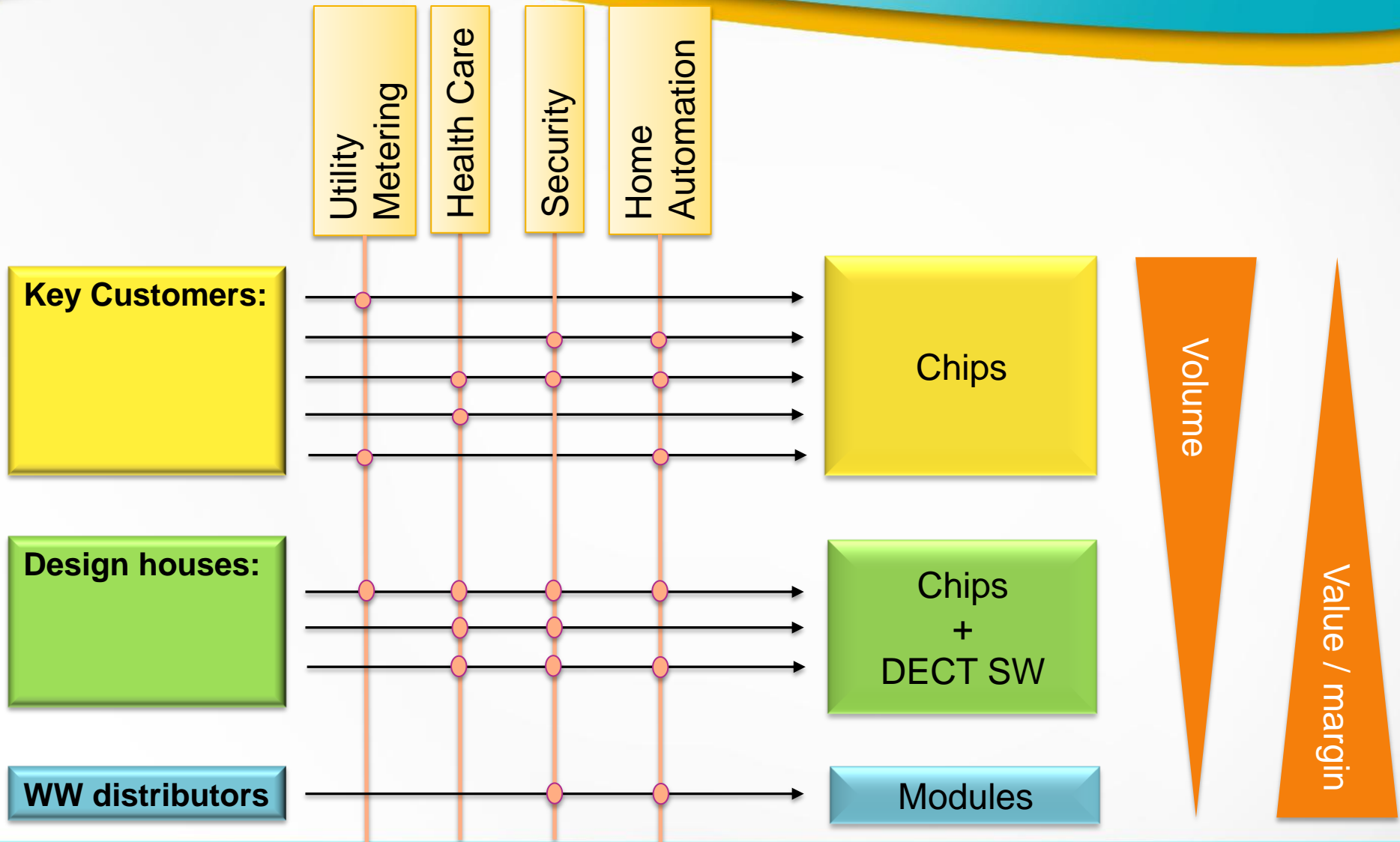
The time is now...





New Customers

Marketing ULE



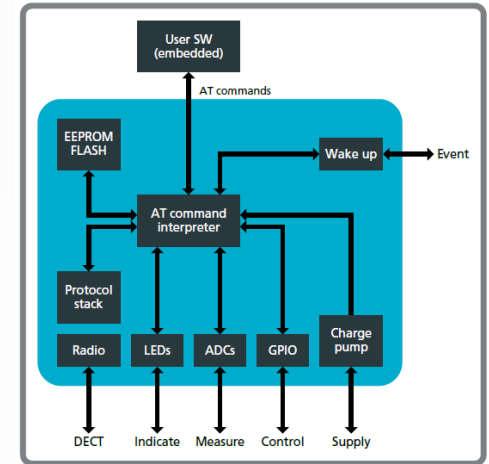


SmartPulse™ Products





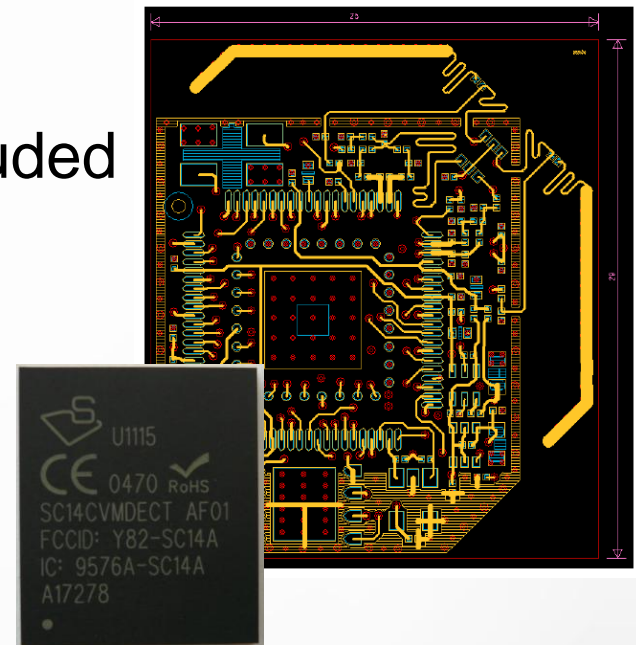
- World's first family of DECT ULE devices
 - System-in-package encapsulated modules
 - Easy to use via simple AT command set
- SmartPulse™ modules launched
 - Wireless data sensor (SC14WSMDATA)
 - Wireless base station unit (SC14CVMDECT)
- To follow in October
 - IP base gateway reference design
 - Development kit



Benefits of a Module



- Short design cycle, faster time-to-market
 - Low R&D budget, optimised design
 - Low BOM cost and economy of scale
 - TBR-6 and FCC certified and qualified
- SW, Baseband, RF and antenna included
 - No need for RF knowhow
 - Enables local production





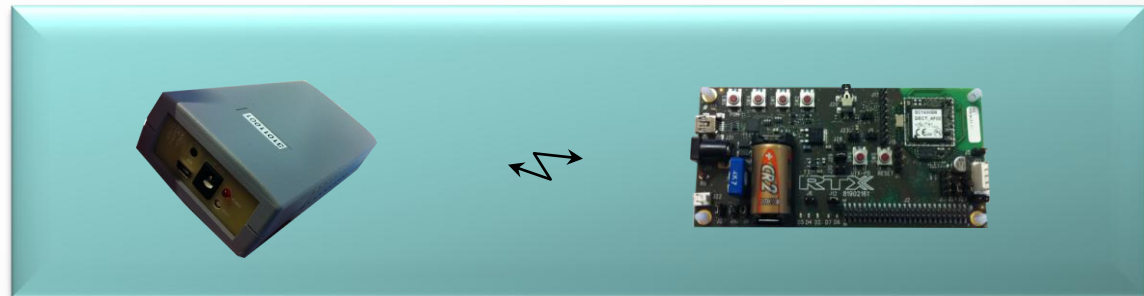
1. Modules:

- Certified
- Including protocol stack



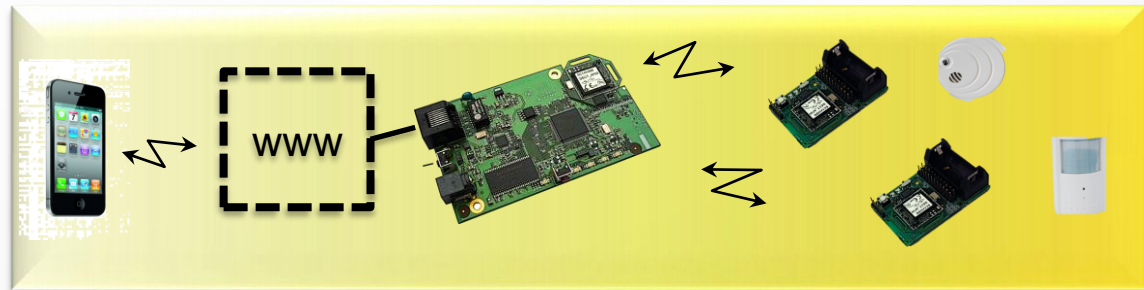
2. Development kit:

- ATHENA SDK



3. Reference Design:

- μ C Linux Platform
- Internet connected

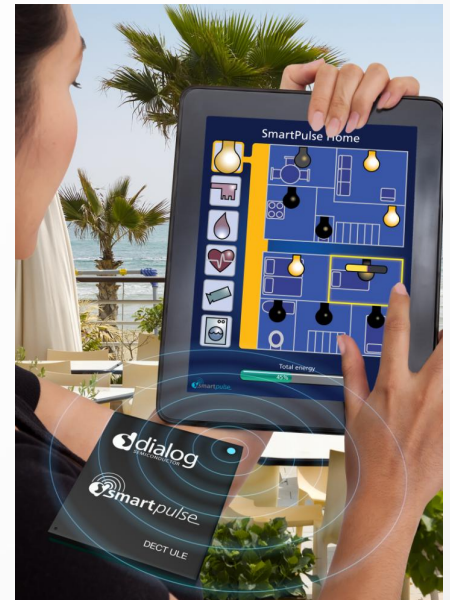




Summary



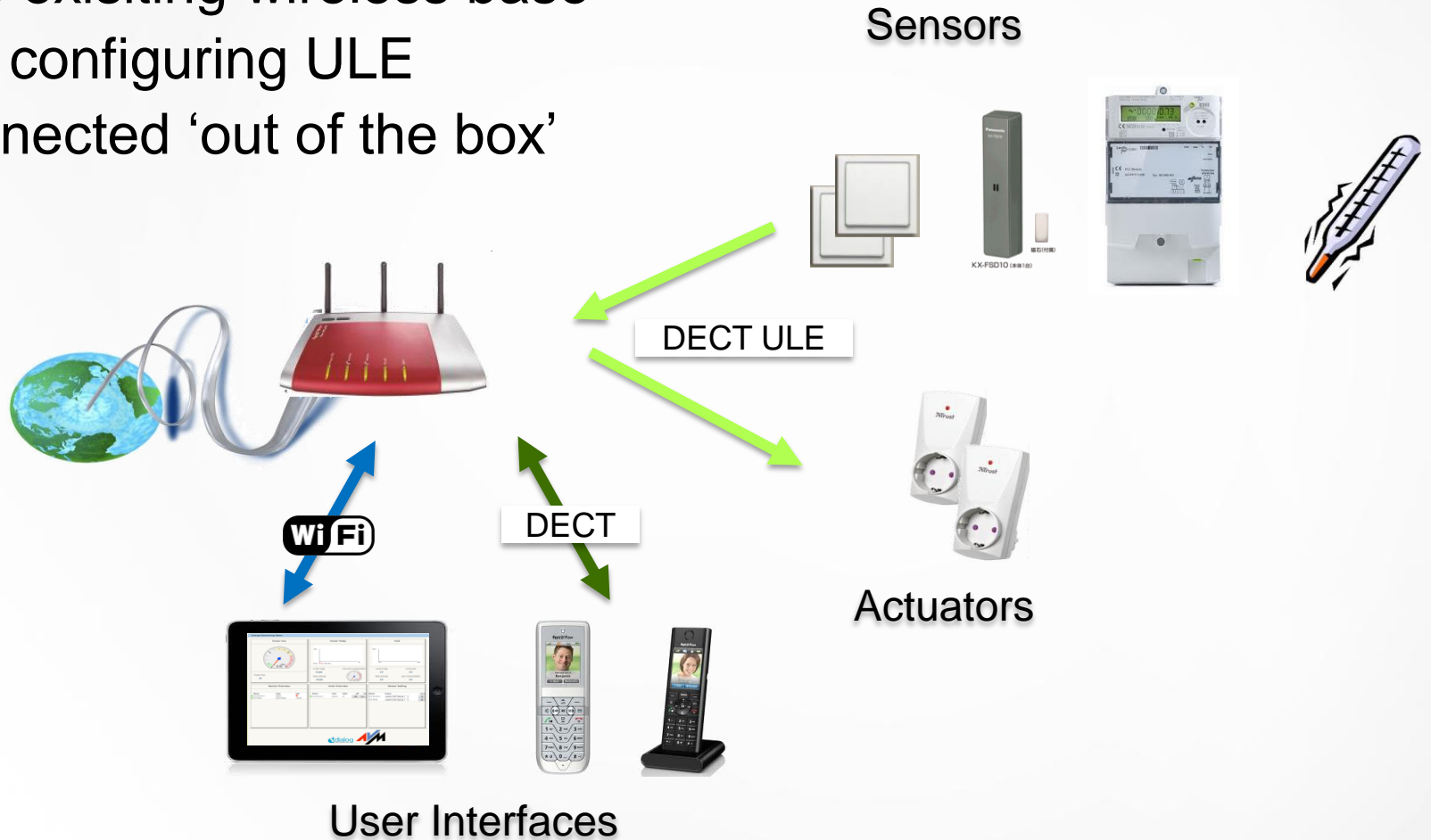
- New applications coming
 - Home automation, Security, Healthcare and Smart Energy
 - Web connected and management via smartphone / tablets
- DECT ULE is ideal for this market
 - Easy, Self configuring networks
 - Interoperable with installed DECT IP gateways
 - Low power, Reliable, Low cost
- SmartPulse™ reference designs available
- SmartPulse™ devices shipping now



Demo Description



- **One** existing wireless base
- Self configuring ULE
- Connected 'out of the box'





smartpulse

The logo features a teal stylized 'd' with three concentric teal arcs above it, resembling a signal or pulse. The word 'smartpulse' is written in a sans-serif font, with 'smart' in grey and 'pulse' in teal.

Powering Ahead